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# THE Dublishers' Weekly

The American Book Trade Journal

62 West 45th Street, New York

VOL. CXX

NEW YORK, DECEMBER 5, 1931

No. 23

# Not since JOSEPH CONRAD told of Doña Rita . . .

the fascinating, elusive woman of Marseilles, has such a romance been published. Again, the arrow of gold has found its mark . . . in a novel which has the color, surge and sardonic insight of *Casuals* and *Command*. First Printing, 45,000 copies. Ready Jan. 2. \$2.50. DOUBLEDAY, DORAN

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William McFee's new novel . . .

THE HARBOURMASTER



# NEW ENGLAND DEPOSITORY

of

### THE PENN PUBLISHING COMPANY

We have again arranged with THE PLIMPTON PRESS, NOR-WOOD, MASSACHUSETTS, to carry in stock during the coming Holiday Season all of our leading books. Orders may be telephoned any time after December 7th and they will be filled the same day. The telephone number is NORWOOD 0121

As usual, our MR. ADAM PFLIEGER will be in Boston during the month of December and will call regularly on the trade

These arrangements are for the convenience of our Boston and New England customers

THE PENN PUBLISHING COMPANY PHILADELPHIA

THE PUBLISHERS' WEEKLY, 62 WEST 45TH ST., NEW YORK CITY. Vol. CXX, No. 23 Subscription, \$5; Canada, \$7.50; Foreign, \$6; 15c. a copy. Entered as second-class matter at the Post Office of New York. Copyright 1931 by R. R. Bowker Co. London, D. H. Bond, 407 Bank Chambers, Chancery Lane.

# THREE OUTSTANDING NOVELS

FIRST PRINTING 25,000 NOW SELLING 17TH THOUSAND

### FAIR TOMORROW

**Emilie Loring** 

A stirring romance in a picturesque New England setting, told in the richest vein of this popular author \$2



SECOND PRINTING 10,000 THIRD PRINTING IN PREPARATION

### **BAYBERRY LANE**

Sara Ware Bassett

A Cape Cod tale of rare delight. Replete with quaint characters and rich in humorous situations \$2



FIRST PRINTING 10,000 NOW SELLING 8TH THOUSAND

# THESE CHANGING YEARS

Elizabeth Stancy Payne

The absorbing story of five generations of a family which drew its strength from the Massachusetts Hills \$2

THE PENN PUBLISHING COMPANY PHILADELPHIA



November 30, 1931.

Confirming our telephone conversation, here are the facts about the order for 536 copies of THEY THAT TAKE THE SWORD.

from the Channel Bookshop, N. Y.:

One of our customers—a person who is vitally interested as a private citizen in the cause of peace, and whose name, I am sure you would recognize if I were at liberty to disclose it—believes this book to be the most important and effective summary of the arguments against competitive armaments, that she has ever seen. She told us that she wanted a copy placed in the hands of every Representative and Senator immediately on the opening of Congress.

Aside from this rather astounding order itself, I am personally highly pleased. I found THEY THAT TAKE THE SWORD to be exciting, humorous, and human: the most important book, in my opinion, which has appeared this year. I hope that every bookseller will join me in backing it enthusiastically.

Sincerely yours,
HARRIET ANDERSON.
(The Channel Bookshop)

# SENT 536 COPIES OF

THEY
THAT
TAKE
THE
SWORD

by Esmé Wingfield-Stratford

The

TO CONGRESS ?

To All Booksellers: You can sell a copy of this book to every customer who believes in peace. Write or wire your Congressman to read it; get your important customers to do the same. It is 424 pages long, and the price is \$4.00 net. Second Printing.

WILLIAM MORROW & CO., 386 Fourth Avenue, New York City

# from THE INNER SANCTUM of SIMON and SCHUSTER Publishers · 386 Fourth Avenue · New York





Sidney Lenz and Ely Culbertson, bridge masters, who will fight it out to a finish beginning Dec. 7th

A little Inside Dope on the Lenz-Culbertson bridge match. We'll try to make it as non-technical as possible, because those booksellers who don't play bridge should know what it's all about when the public starts to come in for bridge books.

Last summer Mr. Culbertson issued a challenge to Mr. Lenz for a match to test the Culbertson Approach Forcing System against Mr. Lenz's 1-2-3 System. We believed Mr. Lenz met the challenge, but Mr. Culbertson was abroad at the time, and a misunderstanding resulted.

When MR. CULBERTSON returned from Europe in September he issued a new challenge. MR. LENZ accepted this challenge, and a meeting was arranged to settle details of the actual match. These are in essence as follows:

- 1. The match consists of 150 rubbers.
- 2. Mr. Lenz's partner will be Mr. Oswald Jacoby (who is a member of the famous Four Horsemen team that recently won The Vanderbilt Bridge Cup) and Mr. Culbertson's partner will be his wife, Mrs. Josephine Culbertson (who is a member of the Culbertson foursome that has won a great many championship matches).
- 3. Play begins at 8 o'clock Monday evening, December 7th, at *The Chatham Hotel* in New York City.
- 4. Eight or more rubbers are to be played at each session. The last rubber is to begin no later than 12:30 A.M. at each session. There will be four sessions a week: Mondays, Tuesday, Thursdays and Saturdays. As soon as the schedule of play is 5 rubbers short an extra session will be arranged. In this way the match will be finished in early January.

- 5. Mr. Culbertson agrees to play with Mrs. Culbertson as his partner 50% of the rubbers. Mr. Lenz agrees to play with Mr. Jacoby as his partner 75% of the rubbers. In all probability Mrs. Culbertson will play more than 50% of the rubbers. This stipulation, however, was made since the match will be a great physical and mental strain—greater than one might expect a woman to bear.
- 6. No spectators will be allowed. The only people in the room will be three judges (Messrs. Rogan and Leibenderfer and Lieutenant Grunther) and a number of clerks who will keep a record of the hands, bidding and play.
- 7. All disputed points will be settled by the judges. The side that has more points at the end of 150 rubbers is the winner. If either side quits play if ordered by the judges to go on, that side is declared the loser. It's a fight to the finish.

Yes, Mr. Culbertson and Mr. Lenz are on speaking terms, but neither would like anything better than to lick the other to smithereens. It will be a tough fight, but a fair one.

We believe that the match will receive an unprecedented amount of publicity. The public is avid for any bridge news. This is the Dempsey-Carpentier fight, the world's series, the international yacht race, the presidential election to the world of bridge. And it's going to be a lot of fun.

We believe you will have an enormous run on the sale of bridge books—much bigger than the large sale you have had all year. All of CULBERTSON'S books will sell much better. So will Winston's book on The Official System. We believe HAROLD THORNE'S book which Dutton are just publishing will be widely read. The two books which should have the widest sale are:

- 1. Ely Culbertson's Summary (Published by The Bridge World—\$1.00)
- 2. The 1-2-3 System by Lenz (Published by S&S—also \$1.00)

We suggest you put them in the window, and make a sign saying that these are the systems as they are this moment being played by Mr. Lenz and Mr. Culbertson in their big match.

Booksellers around town are telling us that the big book of the year is finally out: Bernard Shaw by Frank Harris. This is written only two days after publication date, and it's a bit early to make any predictions. You'll know better yourself by the time this issue of the P.W. arrives on your desk around December 8th. Meanwhile 15,000 copies have already been printed, and 10,000 more are on the way.

—Essandess



### WHITNEY MUSEUM PUBLICATIONS

### AMERICAN ARTISTS SERIES

JOHN H. TWACHTMAN	١.					Allen Tucker
MAURICE PRENDERGAST						Margaret Breuning
ARTHUR B. DAVIES .	٠					Royal Cortissoz
ROBERT HENRI					•	Helen Appleton Read
GEORGE BELLOWS .				٠		George Eggers
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F C						Frank Jewett Mather, Jr.
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BERNARD KARFIOL .		a				Jean Paul Slusser
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WILLIAM EDWIN RUDGE
Publisher

A REAL THRILLER THEY WON'T HAVE SEEN!

# DEATH FLIES HIGH

by DARWIN L. TEIL.

Dec. 17

89

A GIANT Dorbach—transatlantic flying boat—speeding to New York. In it, ten passengers and a crew of eight exist in a locked atmosphere of terror with an unknown Killer loose among them, 10,000 feet above the angry ocean.

The entire action takes place on the flight, before they land in New York.

St. Amand, brilliant French detective, solves the mystery when the crash of a terrific storm brings them all into the lap of death. "A splendid thriller, exciting from the first page to the last," said WIL-LIAM LYON PHELPS when he read the author's first story. And Death Flies High more than equals the former in its original and authentic background, its constant thrills, chills, suspense and fever - excitement. It's sure-fire!



-AND ON JANUARY 4th:

A NEW
"WALLING"
for the
New Year—
as usual.
\$2

An exciting, intelligent Western by the author who made an overnight success last Spring with "The Man from Texas."



WILLIAM MORROW & CO., 386 FOURTH AVE., NEW YORK CITY

# CHANGE OF PRICE!

Although LARRY is now in its 45th thousand, and has risen to 5th place on the Baker and Taylor Non-fiction Best Seller list, the original retail price is not sufficient to allow permanently for the cost of promoting and manufacture: LARRY has 15 halftone illustrations, a three-color jacket, etc.

Accordingly, on December 15th the price of LARRY will be changed to

# \$1.50

LARRY is a holiday book peculiarly appropriate for parents to give to their sons and daughters, and we are advertising it accordingly during the month of December.

Anticipate your Christmas requirements, and take advantage of the change in price. Orders received before December 15th will be filled at the present price of \$1.25.

Now in its SIXTH LARGE PRINTING 45th to 55th THOUSAND

JOHN DAY books, 386 4th Avenue

CHRISTOPHER

the spirit of New York.

# Morley's best novel since THUNDER ON THE LEFT

Imagine the plight of a little Swiss family marooned in a Tree of Steel, above a terrible, beautiful jungle; then forced to descend into its monstrous, roaring geometry.

A laugh floating back from a speakeasy door, bicarbonate of soda in a Pullman car, Midtown at noon—by such things they come to discover the Okay Pagans "untainted by the malady of thought."

We've often wondered if a novel about New York could be written; if indeed, this phenomenon out of history could ever be captured between the covers of a book.

Many have been attempted, but it has remained for Christopher Morley—probably the most eager, perceptive and restless mind of his day—to extract the real inwardness of the city, and of America in epitome.

Here is New York in the sound and fury of today, pictured as it will be looked upon 200 years from now.

# SWISS FAMILY MANHATTAN

by Christopher Morley

We have no idea how many copies this book will sell. We know it's one of the most amusing and trenchant novels Mr. Morley has written. We know that if people want a good novel this winter, here's one you can sell them. We're certainly going to do our part, and we're sure you're going to do the same—which, remembering the records of Thunder on the Left and Where the Blue Begins, ought to start 1932 rolling as a prosperous New Year for us both.

\$2.00 Doubleday, Doran

Coming January 7th

## We Couldn't Advertise

## We Couldn't Hire Salesmen

We Only Could Afford To Send Sample Wheels To Few Stores

### But 89 Responded— Sold 12,000

Imagine yourself in our predicament: a million dollar idea and a hundred dollar budget - what would you have done? There was not much choice. We made the Cocktail Wheel the best we could, and then left it to you to start it rolling.

#### It Rolled!

Now we can afford ads. We can even afford salesmen. Maybe we will have a glass-topped desk. Not that any of these things will help materially now, because the

Cocktail Wheel has grown into a Cocktail Avalanche and is gathering momentum

every day.

### What Is The Cocktail Wheel?

"Variety" says: "Broadway's latest is the Cocktail Wheel - a ten inch coardboard disk with directions for 52 mixed drinks.

A smaller disk on top has six windows — they show necessary ingredients, proper proportions. It's a complete bartender's manual in the smallest compass vet!"

### "Everybody's Crazy About It"

- that's what the "New Yorker" says. "It tells you how to build everything but a modern hotel," says Rian James. "It's the greatest find this year," wires a bookseller. "It's the biggest novelty success since the magazine "Ballyhoo" says another.

### 700 Readers Inquire

The "Brooklyn Eagle," however, complains bitterly about distribution: "About seven hundred readers have written in-ever since that squib of ours appeared, anent that Cocktail wheel, asking where they can put their hands on one. Well, you can buy one at your favorite book store. If you can't buy one at your favorite book store, communicate direct with the Roman Press, at 27 Park Place, Manhattan, and they-or itwill fix you up."

#### Best Cellar, Nationwide

One shop in New York alone has sold 775 copies, equivalent to selling 193 two dollar novels. Shops within four blocks of Grand Central Station have sold 1625 Cocktail Wheels. The profits these shops have made, you can make, too. Here's the Wheel itself, in gay smart colors — Art work

by Jay - 52 recipes and 52 wisecracks - the most welcome Christmas card ever given - good for parties all year round — everybody

who buys one will buy at least four more (that's the experience of booksellers who have sold it) -a whole window display in itself brings crowds into your store - puts customers into susceptible humor.

### A Dozen Copies In Your Window Won't Stay There Overnight

We are going to sell fifty thousand before Christmas and we want you to share the profits.

Rush your order by mail or wire at once to

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The Cocktail Wheel, \$0.50 Shipped in Cartons of 25

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THE UNIVERSITY OF NORTH CAROLINA PRESS

THE LIMITED EDITIONS CLUB

THE DERRYDALE PRESS

THE COLOPHON, LTD.

we are prepared during the coming year to produce consistently good book advertising copy; to save that publisher money by making his space, small or large, effective; to provide his sales force with ideas and with materials necessary for the proper merchandising of each title; to do all this without adding to his advertising budget but on the contrary, saving him a sizeable part of his overhead.

May we explain, without obligation?

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Book Advertising and Promotion
545 Fifth Avenue, New York MOhawk 4-1844

### IT'S A WOW! Out January 5

This novel might have been called "Young Woman of Manhattan." It has all the appeal of Katherine Brush's most successful book, and every symptom of a best seller—Sex, Jazz, Night Club Queens, Society Dames, Harlem Bucks, and the red hot glamor of midnight Manhattan.

In times like these predictions are stupid, so don't take our word for it, send for a free advance copy of

# WITH LAUGHTER

by BRUZ FLETCHER

and see for yourself the possibilities in this book.

### BOOM IN PARADISE

by T. H. WEIGALL

A brilliant, witty and colorful story of a young, adventurous Englishman caught in the hullabaloo of the Coral Gables gold rush of the 1920's,

The excitement and adventure packed into this book are sure to have an equally exciting and adventurous effect on your cash register.

January 5 - \$2.50 Introduction by Burton Rascoe 7 Illustrations



ALFRED H. KING

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# THE CARE AND REPAIR OF BOOKS

by Harry Miller Lydenberg
ASSISTANT DIRECTOR OF THE NEW YORK PUBLIC LIBRARY

and John Archer

DIRECTOR OF PRINTING AND BINDING NEW YORK PUBLIC LIBRARY

This is a book for the collector or librarian, a practical, usable hand-book written from ripe experience.

#### CONTENTS

- I. THE CARE OF BOOKS IN GENERAL \*
- II. THE CARE OF BOOKS IN THE LIBRARY
- III. SOME ENEMIES OF BOOKS
- IV. THE REPAIR AND MENDING OF BOOKS
- V. THE TREATMENT OF PAPER, VELLUM, ETC.
- VI. THE CARE OF LEATHER BINDINGS
- VII. THE TREATMENT OF CLOTH BINDINGS
- VIII. SOME OTHER BOOKS ON THE SUBJECT INDEX

ILLUSTRATIONS OF THE TOOLS OF THE REPAIRER

PRICE \$2.00

R. R. BOWKER CO.

**NEW YORK** 



MR. AND MRS. ELY CULBERTSON

the champions of the Culbertson (Approach-Forcing) System, who will play against Mr. Sidney S. Lenz and Mr. Oswald Jacoby, the defenders of the Official System, in the 150-rubber match which begins December 7, 1931, in New York City. The match is being played on a wager of \$5,000 put up by Mr. Culbertson, against \$1,000 put up by Mr. Lenz, winnings to go to charity.

### Will Boost Culbertson Sales

Consider the immense stimulus to sales that booksellers will profit from as a result of the tremendous popular interest in the Culbertson-Lenz match. It is indeed "The Bridge Battle of the Century"! The leading press associations and feature organizations have prepared for it as for a World Series. News dispatches will go out direct over special wires. For six weeks this match will be one of the leading news features of the daily press, radio broadcasts, news reels, etc. All of this in addition to the fact that Culbertson is the undisputed leader in book sales, topping even fiction as well as non-fiction. Culbertson led all sales in August—in September—in October—in November. No wonder The Retail Bookseller of December 1st says, "Booksellers should build a statue to Ely Culbertson for his Bridge books."

Is your stock sufficient to handle Christmas trade and the extra Culbertson book business resulting from this "Bridge Battle of the Century"? Check your stock now—and wire orders at our expense.

THE BRIDGE WORLD, 570 LEXINGTON AVE., NEW YORK, N. Y.

#### Sold to Date

Culbertson's Summary.........217,340 Contract Bridge Blue Book...178,587

Check Your Stock With This List

Contract Bridge Blue Book, by Ely Culbertson.....\$2.00

High Lights of the Culbertson System, by Theo. A. Lightner....\$2.00

How to Play the Culbertson System, by Lelia Hattersley............\$1.50

Culbertson for Morons (A Bridge Primer), by W. J. Lynch....\$1.00 Dorothy Canfield's

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### FOR CHRISTMAS SALES

Harcourt, Brace and Company

New York

### The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, DECEMBER 5, 1931

### The Way Out Through Books

Librarians, Publishers and Booksellers Launch Campaign to Bring More Books to a Thinking America

ITH a strong sense of common cause, librarians, publishers and booksellers are setting out on a national campaign to help books and reading play their full part in a time of national emergency. At a time when business men and workers in every field are thinking seriously both of their present and their future, and at a time when everyone is admitting that situations such as this are not solved by letting time pass by but must be bettered by clear thinking and hard work, books have a very definite part to play. They will provide, for the worker and the business man, information that will give their future greater possibilities and the students with a broader basis for their ideas.

Beginning with December and extending into the spring, or as long as the need is urgent, the three groups will work hand in hand to make available to the public the best ideas that can be found in print, and the activities of each group will supplement and make more fruitful those of the other. Not since the World War has there been such an opportunity for those who are connected with the book world. Whether the books be bought or borrowed. the purpose is a common one, that of bringing the right books to the right people, and booksellers will endeavor to play their full part in the same spirit with which the task is approached by the library world.

Out of a letter from the President's Organization on Unemployment Relief, of which Walter S. Gifford is Chairman, came the suggestion for this campaign, and

Josephine Adams Rathbone, President of the American Library Association, and Frederic G. Melcher, representing the booktrade, visited Washington for a conference with the Organization headquarters. From this discussion, in which the idea of group action for a more constructive use of books and printed matter evolved, came a letter of November 23rd to the American Library Association:

"The President's Organization on Unemployment Relief appreciates the interest and cooperation of the American Library Association, the American Booksellers' Association and the National Association of Book Publishers, as expressed in a conference November 10th

"This is a time when both communities and individuals are struggling with unusual economic, social and kindred problems brought about by emergency conditions. We believe that such organizations as named above can be most helpful and can render important services, especially by making available in libraries and elsewhere:

"I. Such technical works as would prove most valuable to persons who are utilizing the present time to further their technical and educational training.

2. Publications dealing with economic, social and industrial problems."

Signed, Walter S. Gifford.

With this word that the cooperative work would be welcome and assured also of the significance of the plan by the cordial approval of the President's Committee, Miss Rathbone called together for a day's conference on November 27th representatives from each of the three groups, from the American Library Association, Harry M. Lydenberg, Assistant Director

of the New York Public Library, Carl H. Milam, Executive Secretary of the American Library Association, who came from Chicago to the conference, and Miss Rathbone as executive head of the organization; Alfred Harcourt, Alfred A. Knopf, Frederic G. Melcher, Cedric R. Crowell, director of Doubleday, Doran Book Shops, Ellis Meyers, Secretary of the American Booksellers' Association, Frank L. Magel of Putnam's not being able to be present.

In this conference the situation was reviewed and the opportunity offered by the invitation from the President's committee to do significant work for the country, and the cause of books was studied in detail. A general program was agreed upon to begin at once and to extend over as long a period as the emergency seemed acute, each organization to work with its own machinery or through existing machinery with which it was in contact but with a steady interchange of information so that the whole plan would be coordinated.

The American Library Association, with its connections in every section of the country, supplemented as it is by state and regional organizations, has immediately put this idea before librarians and will use all its powerful influence to encourage in libraries the extension of collections of such material, with emphasis on reading guidance, so that the right material will get promptly to the right people. The Association will issue from time to time, and as soon as possible, check-lists for the guidance of library purchases and for the individuals using libraries, and such lists will offer suggestions to the booktrade as to the best writing available.

The publishers will be urged by the members on its committee to take up this cause as its leading activity during the winter and to give full and serious support to the campaign in the same way in which it has supported the development of children's reading and better children's books in its Children's Book Week activities. Display cards for counters and windows will be prepared as soon as possible, in order to aid the bookseller, who will be grouping together books on the subjects of vocational and economic guidance. will be followed after the first of the year by streamers to be used for window display. Booksellers have already found that

group displays of books on economics and business have become one of the most active sections of the bookstore, and already the same stores are reporting that people are thinking of such books as gifts in a year, when, the more practical the gift, the more grateful is likely to be the recipient. Many dealers have in the past year reported that business men who give gifts in quanities to customers or to associates have turned to books for this purpose, and this year offers an unusual opportunity for this type of selling.

With the books once grouped, it is suggested that, for January, this type of book be brought still further to the front and emphasized and that at some common date, the week of January 17th being decided upon, there should be window displays of Books for Thinking America in every part of the country. The type of book included in this activity is broad, and booksellers from their own experience will come to understand what books, now ready or soon to be ready, will best serve the public for this type of reading—books on economics. science, social problems, on the growth in American industry, books on unemployment or on the financial crisis, on relief or unemployment insurance, on world trade, the Five-Year Plan, the use of leisure, and, not to be forgotten, the important books that interpret the whole American scene in its historical and social background, books like Adams' "Epic of America," Lynd's "Middletown," or Beard's "Rise of American Civilization." Besides these books of economic and social discussion, there are the many books on business and vocational guidance, books on money and banking, on business methods, technical books and books on every type of vocation.

It is also suggested that magazines for booksellers' distribution, such as the Books of-the-Month, Latest Books, Book Review and Gentle Reader shall carry special supplements with lists of the best books in the field and of the new ones that are coming into the field, so that the public will have continuously renewed suggestions of what are the best books available. The Publishers' Weekly office has been asked to issue a separate list of the best staple and current new books on these subjects which will be available at a low rate for wide distribution,

The three groups will cooperate in developing radio publicity, which offers many opportunties to bring forward discussion of a subject so much in the public mind.

Publishers will receive from the National Association of Book Publishers a full description of the plans, and a form letter which they can put into the hands of travelers soon to go out with new books, so that there will be an accurate understanding of what the campaign means. Publishers who have already been feeling the demand for books of this type will be sending out their own lists of new and staple books and are urged to send these lists to public libraries as well as to bookstores.

Already there are reports that new books interpreting the present economic situation, which differs so widely from emergencies in the past, are on the way, and the publication of these in the New Year will stir up new interest and attention to the subject and give reviewers material for fresh discussion. It is expected that the book papers such as the New York Times, Herald Tribune, Saturday Review of Literature and other outstanding pages will find interest in this important subject.

The publishers expect to call in for their aid and counsel some of the leading thinkers on economic subjects and to take advantage of the ideas of such men in developing this plan.

Booksellers will be urged by the A.B.A. to take this campaign in its full seriousness and to do everything in their power to play their part with the best possible kind of distribution, handling the books that are worth while and particularly appropriate to their communities. Mr. Meyers' office has released bulletins to Association members and is planning to follow up the campaign energetically by practical suggestions, by circulating information about lists and display material, by cooperating with the

others in radio efforts.

Some of the slogans that have been thought of in connection with this campaign and which may be used for booksellers in developing displays are as follows:

Books For Thinking America You Need Books Now There's A Way Out Through Books Think, Don't Drift—Read Books The Answer Is Education Search For Solutions In Books

### A Call to Cooperative Book Service from Josephine Adams Rathbone, President of the American Library Association

The times present a challenge to all librarians, booksellers and publishers to make books contribute to the understanding and solution of the problems of the depression. Realizing this, a meeting of the representatives of the three national organizations, the National Association of Book Publishers, the American Booksellers' Association, and the American Library Association was called by the President of the last at Forest Hills on November 27th. Preliminary to this meeting, Frederic G. Melcher, editor of the Publishers' Weekly, and the president of the American Library Association, conferred with representatives of the Gifford Committee in Washington, the result of which was a letter from Mr. Gifford commending and encouraging the efforts of the three organizations to promote the distribution and reading of books on economic subjects and on vocational re-education.

At the conference at Forest Hills, it was agreed that the three associations would undertake to work independently but cooperatively to stimulate the widest possible interest in reading about all aspects of the present situation, and it was decided to take the week of January 17th in which to focus attention upon books on these subjects.

Libraries can demonstrate their practical usefulness at this time by using every means to bring to their readers' attention books on business crises, on unemployment, on finance, on the historic background, on present trends, and on the future outlook, and they can cooperate with local bookstores in helping to arouse and direct public interest along these lines.

Specific suggestions will appear in the A.L.A. Bulletin, the Library Journal, the Wilson Bulletin, and in the Publishers' Weekly and Retail Bookseller. Everyone can help. I know you will do your share.

### Are Rental Libraries a Menace?

R. V. B. Sinclair

The Bennington Bookshop, Bennington Vermont

FTER reading Mr. Hall's article, "Polonius Was Right," in the Publishers' Weekly of October 31, I am moved to wonder. I wonder about several things—the more because at heart I am in agreement with Mr. Hall's feeling in the matter of rental libraries, and were this feeling the ultimate basis of judgment my rental library would be swept out of the back door tomorrow. But I fear—and sadly I write this—that shortly after so disposing of this thorn in the flesh, there would be a necessitous turning of the key in the front door and another slightly noble experiment would be ended.

I have operated a rental library for three years and shall probably continue to do so, though I feel for the most part as Mr. Hall does. Perhaps I feel even more strongly than he; for have I not known rental library customers to be insulting because with the three cent a day rate, I have the outrageously piratical habit of asking a minimum fee of ten cents? And have I not shuttled back and forth from the telephone to the rental shelves answering the question: "Is such a book in? then is such and such a book in? Well, then is such and such and such a book in? And will you leave it at Quigley's drugstore so my chauffeur can pick it up after you are closed?" That chauffeur part has a sting of its own, too. And have I not seen a woman with a sable coat browse about my shop and after a quarter of an hour of my conscientious assistance, select a half dozen new books which I have carefully wrapped and handed over as I lightly mentioned the price—twelve or fifteen dollars -and have I not seen the package fall back dully on the counter and the light go out of her eyes as she said, vacuously, "Oh! I didn't want to buy these!"

Yes, I think I know all the vicissitudes. Furthermore, I am well aware, as Mr. Hall has pointed out, that the desire on the part of an individual to own a good

book is the first and only indication that the book has done or will do that person any lasting good.

And so—I cheerfully admit it—a circulating library is a constant source of irritation and trouble and frustrated ideals.

Yet I shall continue to operate one, for the only reason remaining: because, and I say this after looking at figures, the gross profits from my rental library have been a constant source of the wherewithal to pay the running expenses of my entire shop, exclusive of salaries. The question now is: were I to discontinue the library, would these customers turn to buying books in order that I might continue in business, or would they have bought books had they never heard of a lending library? Yes, for a very few. No, for the rest,

Mr. Hall himself has indicated the existence of people who borrow and rent books but who would never, under any circumstances, buy a book. To them, a book is nothing more, can be nothing more than an evening's amusement, perhaps infrequently indulged in, or they may read constantly, as they would take a pain-killing drug. These are the entertainment seekers and their name is legion. I am convinced that they constitute eighty or ninety per cent of rental library customers. Lacking books easily and cheaply obtained. they would turn quickly to other forms of light amusement—the radio, the movies, cheap magazines or what you will. Mr. Hall advises turning them over to the movies and radio forthwith, but my point is: why turn them over to anything if they will pay the rent of the store? It may be a tribulation. It may be what-not. But there it is-incoming cash, largely from a source which could not possibly be tapped were it not for this same, thrice-accursed rental library. To the bookseller in the small town, it is just this incoming cash that spells the difference between closing one's doors and continuing to provide the

more intelligent person with good books.

Then, too, how many habitual book buyers does Mr. Hall know who are such earnest intellectuals that they never attend a movie, never turn on the radio, never read a detective story that a friend received for Christmas? Most of us are guilty, perhaps not too unwisely. Now if one of these intelligent people will, rather than buy a detective story, turn on the radio of a Sunday evening, but will, we know, rent a detective story in preference to turning on the radio, should we refuse the business if we need it? Should we play the Good Samaritan to the starving advertisers on the air?

I do not mean to imply that Mr. Hall should reconsider and start a rental library. If he can get along without one, he is to be both envied and commended. But to some of us, it is bread and butter.

Though I disagree with Mr. Hall about throwing the library completely overboard, I am heartily in agreement with his basic attitude toward bookselling. It was something of the same idealism, I suspect, that drew most of us into the book business in the first place, and the danger against which he warns us is a very real danger indeed—that of allowing the rental library so to spoil, bruise and otherwise blight the real

book buyer and book owner that he no longer believes it worth while to own a good book when he can rent ten for the same amount. This is like buying land from the Indians for a handful of trinkets.

There are doubtless various ways of serving idealism. One way which comes promptly to mind would be the giving of a little more attention to rare books—Americana and first editions with a sparkling admixture of the best current literature, contemporary thought and new editions of older classics. Then, in selling a book, the bookseller would feel, if he did not say: "Here, in this outwardly commercial transaction are bound up time and honest judgment and specialized knowledge, and here are lasting pleasure and gain and high adventure for both of us."

And Polonius would be vindicated, even though one does have to supply rental fodder on the side to meet the requirements of electric light bills and the landlord.

But when the reader (however indiscriminating) of books (however ephemeral), is sent, in order to save time and annoyance, away from the bookstore, to the movies, to the radio, and to cheap magazines, is it necessarily a question of idealism at all? Is it always a question even of long-range business expedience?

### What One City Did for Juveniles

This Account of the Seattle Observance of Book Week Shows What a Community Can Do By Friendly and Enthusiastic Cooperation

### Mable Arundel Harris

SEATTLE'S bookshops and department store book departments, the schools and the several children's departments of the public library, although they seemed for the most part to have worked out their Book Week plans independently of one another, created an impression of unity in the synchronization of their efforts and in the display of N.A.B.P. posters and streamers. The city was made aware that something special was in the wind.

Carl Wilson made an effective tie-up with the steamship agencies whose hand-

some ground floor offices are in the Metropolitan Area, Seattle's smartest business district. These steamship companies always have fascinating windows and just now they are advertising their winter tours. Mr. Wilson used the "Round-the-World-Book Fair" streamer and books about the country advertised by the steamship company with a neat card indicating that these books might be bought at the Archway Book Store, and giving the address of his store. I had occasion to pass these windows several times during the week and each time I observed several persons before each win-

### The Bon Marché,

### Young Readers

observe national \$1.00 book week . . .

We're helping them celebrate with a feature of the books the younger set's demanding...adventures, fairy tales, poems.

#### titles featured ...

Mother Goose, Rag Doli Jane, The Sugar Plum Tree, Adventures of Pinnocchio, Star—A Pony Story, Alice in Wonderland, The Moccasin Trail,

Tales From Shakespeare, Siberian Gold,
Eight Cousins. For
ages 4 to 16.

Book Shop,
Street Floor.



One of the newspaper advertisements appearing during Book Week

dow whose attitude and appearance of interest seemed to indicate more than mere idle curiosity.

Mr. Wilson also made a nice tie-up with a local bank, using the Petersham streamer and children's books about foreign lands to illustrate the bank's Save-to-Travel campaign. He made this same arrangement with steamship companies and banks in the several Pacific Coast cities in which he has branch stores.

The Archway Book Store and Carl Wilson's branch departments located in the MacDougall and Southwick Department Store and the Rhodes Department Store each had an attractive window featuring children's books and stressing the idea of the Petersham streamer and, of

course, effective displays in the departments.

Mr. Wilson gave Ina Jones charge of the plans for a program held on Saturday afternoon in the Rhodes store auditorium and after it a "Local Authors' Reception" held in the Rhodes Book Shop. Camp Fire Girls, Boy Scouts, Girl Scouts and Girl Reserves came in uniform and members of the Cornish School, Seattle Repertory (the local theater guild group) and several groups of writers, including the Seattle Branch of the National League of American Penwomen, cooperated. Nearly two hundred persons attended.

Harry Hartman's Bookshop and Gallery got out a 32-page issue of Harry Hartman's Lantern, the attractively illustrated pamphlet which it publishes and sends to its customers ten times a year. This November number emphasizes the new books for children and contained a delightful article by Helen M. Reynolds, supervisor of primary grades in the Seattle Public Schools.

All during November there was an actual World Book Fair with children's books imported from Germany, France, Hungary, Sweden, Holland, Italy and Russia featured in the Hartman Gallery.

A perfectly delightful window is at once original, whimsical and colorful and yet it carries very forcibly the suggestion to come in and buy. A carpenter built a frame of a house and the clever Hartman force covered the frame with children's book jackets. The house had two windows and a wide open door and the inside was lined with book jackets and lighted from within. Several books stood up on the inside. On the ridge of the roof there was a card reading People Who Live In Books. Before the house were some of the people themselves, Hitty, for instance, and the Tin Woodman and the Straw Man of Oz in loving embrace, Auntie Lavendar, Snippy and Snappy, Pinocchio, Christopher and Pooh, the immortal Alice, Kees and several others are seen, like dryads, each beside his own book. These cutouts were made by the Misses Armstrong, Elmore and Morrison. A continuous band of the Petersham streamer fastened to the pane formed a frame for the display.

The smaller window on the other side of the entrance used the foreign-book-and-



Harry Hartman's Book Week Window

pictures-for-children idea and called attention to the exhibit in the Gallery. This window also used the Petersham poster.

Frederick & Nelson's big window during Book Week featured the beautiful Lenci Dolls dressed in foreign costume, and a striking display of children's books. Gertrude Andrus, department manager, says that they have distributed many copies of the Book Shelf for Boys and Girls and also a booklet compiled by the Seattle Public Library and published by Frederick & Nelson. This bears the title "Book Friends from Many Lands" and lists children's books by author and title under countries.

The Frederick & Nelson book advertisements were distinctive. They were signed messages from prominent persons living in Seattle on the subject of children's reading and under the messages were short annotated book lists.

The Bon Marché department store advertised the Week and the idea behind it and had an attractive window and inside displays.

Lowman and Hanford used the Petersham streamer and the N.A.B.P. posters and made an effective window and inside displays.

The Seattle schools put on celebrations and shows and contests, with, I under-

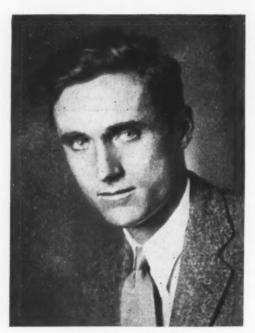
stand, quite a little enthusiasm and the Seattle Public Library cooperated in every possible fashion. The library used a number of copies of the "Book Friends From Many Lands," multigraphing as well a number of extra copies to give to the children. It also multigraphed lists of inexpensive books (books a dollar or under) to distribute as suggestions to Santa Claus. The Children's Room in the Main Library was colorful with book jackets and flags from foreign lands. Three book jackets were used streamer-wise between two flags of the country described by the books the jackets represent. This was used as a frieze around the room with the Petersham and other N.A.B.P. posters. There was also an exhibit of children's books in the library lobby and in the Children's Room. In the branch libraries the librarians have as Annabel Porter, Children's librarian, expressed it, "done the usual things in having contests and parties and plays and making displays of books and posters." The Yesler branch which serves a large foreignborn population, gave a party which the German and Norwegian consuls attended and at which they gave talks.

Practically all of the booksellers and librarians made talks for various organizations and groups in and around Seattle.

### Relating to Salt Water

A Marine Bookshop in New York

In the basement of an old house at 7 East 12th Street, New York, is a little-known but very out-of-the-ordinary bookshop. It is the shop of Alfred W. Paine who specializes in books relating to salt water. So far as we know this is New York's only purely maritime bookshop. It was started by Mr. Paine in 1930.



Alfred W. Paine

We've known about it for some time, long enough to recommend it to a number of sea-going friends. They were one and all much astonished and much pleased to learn that there was such a shop in New York and marched off, we hope, to join the ranks of Mr. Paine's steadily increasing clientele.

This clientele is composed of retired sea captains, old sailors, sailing and yachting enthusiasts, and collectors. Franklin Roosevelt, a great maritime collector, buys from Mr. Paine. So do Gordon Grant, author of "Sail Ho!", Vilhjalmur Stefansson, the explorer, and William McFee.

Mr. Paine's stock of books relating to salt water is wide and various. Here you can buy McFee first editions and the latest salt water novel; Conrad's letters and Knight's "Small Boat Sailing"; Steel's

"Elements and Practice of Rigging and Seamanship," 1794, and Curry's "Yacht Racing"; Charnock's History of Marine Architecture," 1800, and "The Ocean Express: Bremen." It is a shop in which the new and the old are of equal importance. For it is Mr. Paine's aim to present new books on maritime subjects from the point of view of chronological interest, in so far as possible. For instance, if you browse through the shop and become interested in "The Pirates Who's Who," published by Lauriat, it seems the most logical thing in the world to become suddenly involved in John Esquemeling's "Bucaniers of America," published in 1684, or "A General History of the Pirates" by Captain Johnson, published in 1724, both displayed nearby.

A few general headings indicate the breadth and variety of Mr. Paine's maritime collection: Arctic and Antarctic, Chanties, Lighthouses and Lightships, Marine Dictionaries, Navigation, Oceanography, Poetry, Fiction, Sailing Directions, Sailing Ships, Steamships, Shipbuilding, Whaling, Yachting. And each subject is vitally related to the others. As Mr. Paine says, of Shipbuilding, for example: "Shipbuilding begins when Ussous, the Phoenician, stripped a tree of its branches and ends with the ships launched today. We follow its development in ancient coins, sculpture and glass, in rare books, in the latest number of The Shipbuilder. And who, interested in Shipbuilding, does not want to know how the ships were handled (Seamanship), brought safely from one port to another (Navigation, Oceanography, Meteorology, Sailing Directions), what they accomplished in war (Naval) and in peace (Voyages), and how their exploits have fired the imaginations of writers from Homer to McFee."

A great many customers ask Mr. Paine, "Is there enough interest in maritime books to make it pay?" Says Mr. Paine, "I think one general mainspring of interest is the most valid reason for specialization, and



The old and the new in marine items are displayed side by side

salt water is certainly that. The history of salt water is virtually the history of the world of men. Salt water cures colds and dispels melancholy. Salt water covers more than half the face of the globe. Multitudes of sailors, scientists, scholars, travelers, and dilettantes are interested in it; millions more need but a little encour-

agement or opportunity."

People who like the sea and ships seem to have a happy faculty of knowing what they want. Mr. Paine declares that he would rather sell a book on knots and splices to a deck-hand than forty novels to people who "want something to read." European seamen are perhaps more genuinely interested in the sea for the sea's sake than American seamen. Sailors from foreign ships often wander up from the wharves of the lower East and Hudson Rivers and drop in at 7 East 12th to see what they can find. Often they buy old and rare items. Old seamen are particularly interested in anything about ships on which they have sailed at one time or another in their sea-faring career. Dilettantes like to buy picture post-cards of ships. These pictures must be "naturals," however. Nobody, not even a dilettante, wants a touched-up picture of a ship.

Mr. Paine has issued three catalogs of

"Books Relating to Salt Water," the third of which has just appeared. He thinks. however, that three-monthly leaflets, one for the new books, and one for the old, is a better idea.

Interest in ship-models is great nowadays, and for any bookshop wishing to stock a few maritime books, Mr. Paine suggests that Captain McCann's books on shipmodel making, published by Henley, or Captain Hobbs' books, from Lauriat, are indispensable. On Yachts and Yachting, good representative titles are "Small Boat Sailing" by Knight, Doubleday; Curry's "Yacht Racing," Longmans, and "The Sailing and Management of Yachts," Brown, Glasgow. Among stories of yachting trips which have become classics is Captain Slocum's "Sailing Alone Around the World," now available in Blue Ribbon Books. Marine Dictionaries sell in quantities, a popular book for the yachtsman of today being "A Glossary of Sea Terms" by Bradford, published by Yachting. Kendrew's "Climate," from Oxford and "Weather Signs and How to Read Them,"

from Brown & Son in Glasgow are important among Weather Books. The classical book on wind and tides is M. F. Morey's "The Physical Geography of the Sea," published by Harper in 1855.

Mr. Paine has found "Weather Signs and Rhymes," from Knopf, to be a maritime novelty which seems to appeal.

The following list of books, combined with the titles mentioned above, is suggested by Mr. Paine as being appropriate for the shop interested in forming the nucleus of a marine section.

#### Navigation

"Navigation," by Cugel. Dutton. "Navigation," by Hosmer. Wiley.

#### Naval

"The Frigate Constitution," (new edition). Hollis. Houghton Mifflin.

#### Steamships and Sailing Vessels

"A Century of Atlantic Travel," Bowen. Little, Brown.

"Spanning the Atlantic," by Babcock. Knopf.

"Sailing Ships and Their Story," by Chatterton. Lippincott.

"The Clipper Ship Era," by Clark. Putnam. "Sail Ho!" by Grant. Payson.

#### Sea Chanties

"The Chanty Book," by Terry. Curwen Press (or Baker & Taylor).

"Sea Songs and Chanties," by Wall. Brown, Glasgow.

#### Cook Books

"The Gallery Guide," by Moffat. Yacht-ing.

"Knots Useful and Ornamental." Hough-

Knots

"Knots, Ties, and Splices," by Burgess. Appleton.

The Nautilus Library (Payson) is an excellent inexpensive series. One of the most fascinating of books for the maritime section of a bookshop might be Stanley Rogers' "Pacific" or "Sea Lore," by the same author, from Crowell. The Marine Research Publications have a distinct place among marine books. In prints, reproductions of Spurling's pictures, from Lesch, Inc., in New York, are good.

### Harvard Develops House Libraries

The Libraries in the New Houses at Harvard Bring Within Easy Reach of Students All Books Needed in Non-Research Courses

Daniel Melcher, '34"

'ITH the steadily increasing use of books and libraries in public education particular interest attaches to the extending library facilities in our colleges, especially as there has been in the past a feeling that graduates soon lose all interest in books and book ownership. Typical of the new general attitude toward personal reading is the situation at Harvard College, which this year has begun the actual operation of its new house system, under which the undergraduates after their freshman year on the old campus, are divided by their own choice into seven different houses, each house containing rooming quarters for 250 to 300 students, each house with its head master,

its special tutors, its dining room, commons and its own library.

The University has realized that its great collection of 3,000,000 books is not easily available to the students pursuing average courses, and, while formerly the undergraduates had to find their books in the big Widener Library, there are now special department lirbaries, such as the libraries consisting of history, government, economics, law, business, medicine, as well as a special freshman English library. The Widener Library books can be kept out thirty days, but most of the department libraries loan books only over night to be returned before nine the next morning, and the students point out that this is a



Lowell House Library, in one of the units of Harvard's new House Plan

very real hardship for the late sleepers. The new house libraries aim to bring within easy reach of every student, all books needed in non-research courses, and all books assigned by tutors.

The library of Lowell House is typical. There are 8500 books, including standard sets, course books, tutorial books, and books of general interest. A visitor may read the best work in Italian literature, he may study Russia's Five-Year plan, read Jeans' latest book on astronomy, or review the World War through the medium of a bound set of Punch. Twenty-five students can be accommodated on comfortable leather chairs, each with its footstool, and twenty-five more at tables. The foot stools have proved very popular as desks, and as conveninent places on which to lay working materials. The library room is up one flight on the sunny side of the quiet quadrangle and is an ideal place for leisurely reading.

Each library started life with \$20,000. Some, especially Dunster House, have received gifts. To date, Lowell House has spent \$17,000, one thousand of which went for cataloging. Foreign orders have been placed through Stechert, other orders

through the Harvard Cooperative Society bookstore. The English edition of English authors has been specified.

It is hoped that the libraries will be put on a yearly allowance from the college of \$1000 apiece, for new books, but nothing definite has been decided. Mr. Morgan of Lowell House feels that another thousand well spent will suffice to round out his shelves, and further additions will be gifts or new books recommended by various tutors.

Although new, the libraries are already beginning to show the personality and interests of the masters of the houses. Winthrop House, with Dr. Ferry, is building up an especially complete science section; Adams House, with Professor Baxter, shows up well in history and literature; Professor Whitney has acquired more old and rare books for Kirkland House, than can be found in other libraries; while Dunster House has received valuable gifts of books on fine arts.

About 125 students visit the Lowell House Library each day, between the hours of 9 A.M., and 11 P.M.

A member of the house is always on duty at the delivery desk.

# THE Dublishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

Published by the R. R. BOWKER Co. 62 West 45th Street, New York City

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JOHN A. HOLDEN, Secretary 62 West 45th Street

Subscription, United States \$5; Foreign \$6; 15 cents a copy

#### December 5, 1931

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

#### Back This Campaign

AN the booktrade play a constructive part in this present national emergency and can it bring to bear its full facilities and all its enthusiasm to put into as wide circulation as possible the books that will best help the individual and help society to think and work their way out? Publishers and booksellers have been asked by the President's Committee to cooperate with the libraries in this movement.

The extent of this opportunity is described in the leading article in this issue of the *Publishers' Weekly*, and such a campaign will have but little effect unless it receives the cooperation of every publishing house and every bookstore.

The bookstore's first step ought to be:

1. Bringing together of the best material now on hand.

2. A personal study of these books by the proprietor and his clerks.

3. Enlarging the stock with the titles that show the greatest signs of being useful in the community.

4. Conferring with local librarians and with the leaders who are interested in this same movement.

5. Energetic sales effort on the books

that are best suited to the customers the store is serving and the community in which it is located.

6. Extension of this effort systematically and carefully over the whole winter season.

Only by giving to this effort the most intelligent attention which the bookseller can command will this campaign have the result that should be expected of it, that of making a real contribution at this time.

#### Broadcasters Still Oppose Copyright

report that the Executive Committee of the National Association of Broadcasters is already active in Washington and will campaign against the Vestal Copyright Bill. Last year the opposition of this group caused the delay which prevented the United States from having a modern code and entering the Berne Union. The broadcasters know that under the present law they do not have to pay for broadcasting rights on literature. This was one of the reasons for their opposition to the new bill, as stated by their committee.

Book publishers' support of the effort to change the law must be based partly on the fact that, under the new Rome Convention, countries of the Union that give copyright to American books if published simultaneously in the Union country (England, for instance) would not, under new conditions, be obliged to give such courtesy protection, though so far none of the signatory nations have signified an intention to take advantage of this.

In China, not a member of the Union, there is increased piracy of American books, which has been increased by the fluctuation in the exchange adverse to China and by the perfecting of cheap reproducing methods for making usable, if muddy, copies of books without the setting of type or even the making of plates. Several thousand copies of a textbook can now be made by simply pressing the printed pages of a book on a chemically prepared smooth surface and pulling sheets off by hand. The United States, however, is in a poor position to look for better protection in China while we ourselves stay outside the International Union and our broadcasters insist on keeping the area of protection as small as possible.

### Reprinting Out-of-Print Books

N interesting experiment in bringing back into print out-of-print titles for which some demand still exists is being undertaken by Peter Smith of the National Bibliophile Service, 347 Fifth Avenue. For the past two years Mr. Smith has been re-issuing books which publishers have dropped from their lists because the general sale of these titles has stopped. Mr. Smith takes up the rights from the original publishers and sells the reprinted volumes by mail order, mostly to libraries. The books are not, however, sold at reprint prices. The fairly limited demand would make that impossible. The books are printed from the original plates when available, or from offset, and are comparable in excellence in every way with the original edition.

How varied is the demand is indicated by a study of some of the titles which Mr. Smith has issued. Among these are: Mary B. Chestnut's "A Diary From Dixie," originally published by Appleton in 1905; "Slave Songs of the United States," edited by W. F. Allen, originally published by The Nation; "The Lower South in American History," formerly published by Macmillan, and Dunning's "Essays on the Civil War and Reconstruction," first published by Macmillan in 1898; also, E. D. Fite's "Social and Industrial Conditions in the North During the Civil War," first pub-

lished in 1910 by Macmillan.

In fiction, Mr. Smith has re-issued Martin Anderson Nexo's "Ditte," three volumes in one, at \$3.50, and "Pelle the Conqueror" by the same author, four volumes in one. Both of these novels were formerly on the Holt list. Mr. Smith entered into an arrangement with Cape & Smith whereby "Pelle the Conqueror" was distributed by them, for Mr. Smith felt that this was a book which bookstores could profitably stock. All of Mr. Smith's other titles are, however, sold by mail circularization.

Three books by A. H. Taine appear with Peter Smith's imprint, these being "The Ancient Regime" (Holt—1876). "The French Revolution" (Holt—1878). and "The Modern Regime" (Holt—1890). Other historical books are Claude Van

Tyne's "The Loyalists in the American Revolution" (Macmillan — 1902), and John M. Vincent's "Historical Research" (Holt—1911). Under Essays there is Stuart Sherman's "On Contemporary Literature" (Holt—1917), and under Science, Einstein's "Relativity, the Special and the General Theory" (Holt—1920). A very ambitious reprint is McLaughlin's and Hart's "Cyclopedia of American Government," in three volumes, originally published by Appleton in 1914. Mr. Smith's complete list includes some twenty-five titles.

Two years' development of this very special reprint field seems to indicate that Mr. Smith is finding a market of growing importance.

### Making It Easy to Shop

HERE is every good reason to believe that it is especially important this year to make it easy for people to shop. Many people are price conscious and will wish to browse alone through the books until they are sure of just the type of thing they feel they can afford. Other customers will be brought to the bookstore for the first time realizing the great value that the dollar has in the bookshop, and they will need guidance to the type of books they wish to select.

The publishers' association has been helping booksellers with suggestions for such groupings of books and, besides the subject grouping with classifications for different types of gifts, there is the subdivision by price at \$1, or 50 cents, or \$5, or \$3.

The fine illustrated books at about \$5 ought to be prominently displayed, and the variety of books offered at \$1 ought to enable almost anybody to check off most of the names on his lists without shopping further.

Sometimes in their eagerness to build sales, salesmen are likely to descend on the potential customer as he enters the store in the second week in December; but it isn't bad advice to give such customers a little time to make their way around and to make their browsing easy by having plenty of descriptive signs and sufficient segregation by price and subject.

### Sales Notes

HE Hotel Taft in New York has taken to giving away books to its guests. When a departing guest pays his bill the cashier pleasantly asks him if he won't accept a book, with the hotel's compliments. If the guest looks suspicious or doesn't seem to like the proffered title, the cashier tells him that there is a wide selection of books at the Assistant Manager's desk, also with the hotel's compliments. A great many guests don't think much of the cashier's selection (this is part of the technique) and go wandering over to the Assistant Manager, just to see. The Assistant Manager then engages them in friendly conversation about books, about the Hotel Taft, about the weather. Thus hundreds of guests go away with a book tucked under their arms, feeling satisfied. The hotel is, of course, satisfied, because it

has found out what people think about the Taft. This giving away of books was planned originally by the Taft as a surprise. There aren't any signs in the rooms suggesting that guests ask for the books on their way out. Word has spread around. however, of the Taft's generosity, and now guests show a tendency to ask for a book on their way in. A large part of the Taft's clientele is composed of traveling men, who, of course, catch on to things pretty quickly. You may see them these days sitting around the hotel lounges reading Taft books, being literary. The Taft prints the books which it gives away. These are all standard works, Stevenson, Kipling, Conan Doyle, etc., on which the copyrights have expired. About 25 titles are included. A bit of tasty publicity about the hotel is included on the back cover of each volume.



Frederick & Nelson's (Seattle) Round-the-World Toy Exhibit was described in the Weekly of October 31st. Hundreds of visitors saw the exhibit. This was one of the groups on view



This animated display appeared with excellent results in the windows of Lovelace Book Store, Wichita Falls, Texas. It is the property of the Southwest Press

This scheme hasn't cut in on Bibles, which are still to be found in Taft rooms. But traveling men all have Bibles, while a great many of them still have to discover Stevenson, Kipling and Conan Doyle.

\* \*

The above window display fixture for books on the Southwest in Lovelace's Book Store, Wichita Falls, Texas, was a good seller, particularly of "Coronado's Children" by J. Frank Dobie. This is an animated display operated by a small electric motor which causes the miniature figures and animals to move as on a motion picture screen. The reproduction of "A Texas Ranger" shows a bandit escaping from some Texas rangers, and the horse seemingly travels at a high lope while his rider is firing at his pursuers. The scene depicted from "A Vaquero of the Brush Country" is a cattle drive in which the cows move across the picture in a very realistic manner. In the book "Coronado's Children" the scene shows an endless chain of Mexicans carrying ore from a mine to the storehouse. In the window Lovelace also had four of the original oil paintings by Ben Carlton Mead which will be used for the colored illustrations in Mr. Dobie's new book "The Open Range." The display was loaned by The Southwest Press of Dallas, Texas.

We're a bit late in reporting the sales boost which the "Cane Juice" controversy, reported widely in the newspapers, gave the novel. Dr. Uhler, the author, and a professor at the Louisiana State University, was suspended from the faculty and finally dismissed without a public hearing, shortly after the book's publication, on account of the denouncement of it by the rector of a church in Baton Rouge. The rector didn't seem to like the story at all; neither did the University. When the University dismissed Dr. Uhler so peremptorily, the American Association of University Professors and the Civil Liberties Union came to his rescue and there was much national publicity, with the result that "Cane Juice" sold to the extent of 5,000 copies during one week when the pow-wow was at its height. We now hear that Dr. Uhler has been given a year's salary by the University, so excitement has died down. But the book is still selling well.

The R. H. White Company of Boston firmly believes that books will not move in sufficient quantities without a little special help. One year, recently, they engaged the versatile "Elspeth" to prepare an attractive folder of book reviews, which was distributed free of charge to their customers under the title of "What's a Good

# Giffs-

for this year's budgets . . for many years pleasure . .

### BOOKS!

The past year has taught all of us the value of a dollar. That is why this season finds less buying of useless fol-de-rols and more selection of lasting, worth-while things. That is why this Christmas has witnessed such a marked trend toward BOOKS. Few gifts, so inexpensive to buy, can give such permanent pleasure or so adequately reflect the good taste of the giver.

The stores listed below have all of the newest books. They can intelligently discuss the latest works and the leading writers. They are qualified to assist you in your selection. Make these stores your gift headquarters.

The Booke Shop At 4 Market Square

Preston & Rounds

R. L. James Book Co. 83 Weybosset St.

The Utima Bookshop



The first of a series of four cooperative advertisements to appear in the Providence, R. I., Journal from now until Christmas. The stores will be listed so that each one will appear first, once

Book?" This winter White's is featuring radio "Book Comments and Reviews," their able spokesman being Professor Robert E. Rogers of the Massachusetts Institute of Technology. The Book Department features these titles, at the same time giving Professor Rogers a free hand in the selection of the books he discusses. In sending him review copies, publishers should use his home address, 43 Larch Road, Cambridge, Massachusetts.

JE 36

The Hathaway House Bookshop in Wellesley, Mass., a college bookstore, tells us that its best months are, in order, December (which doubles any other month in sales), June, October, November, and February.

Burrows Brothers' book department in Akron is in the Polsky Department Store, and Charles Jackson of the Cleveland store reports that things are going well in this new enterprise and that the department has made a decided impression on the town. Burrows Brothers in Cleveland and Stewart Kidd in Cincinnati are pioneers among the larger bookstores in making connections with nearby department store outlets and are apparently finding it a successful type of contact.

Very few bookstores will ever have as many books on hand as Long's College Book Co. opposite the campus of Ohio State University at Columbus, somewhere between one and two million, estimated Mr. Long, and it looks it, basement, second floor and over into the loft of the next building all crowded. Mostly used textbooks, of course, as that has long been his specialty. Buying and selling is done on a thousand campuses. A half a dozen classified catalogs are issued a year and broadcast to college professors in colleges where there is no bookshop. A current catalog covering 30 college subjects lists 4500 titles with quantities of from 1 to 300 on hand. No wonder there has to be a big stock room. Mr. Long in his bid for student support advertises to cash checks and it keeps a clerk busy doing it, to the extent of about 500,000 a year. Mr. Long's son has joined in the business and is more interested in modern "firsts" than

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class-room "seconds."

A window full of "The Stag at Eve" in Putnam's bookstore recently drew large crowds. The title is a sure-fire eye-catcher. On passing the window one day we overheard one gentleman remark to another,

"There's something that's selling, I guess. Of course it's only a book, but it seems pretty snappy."

Close and friendly contact with schools has been a feature of the book department work of Halle Brothers in Cleveland, and Veronica Hutchinson, Manager, is a welcome guest in as many schools in the Cleveland vicinity as she can take time to visit. Especially constructive and helpful are her relationships with the big private schools like the Laurel School, Park School and the Old Trail School near Akron. Miss Hutchinson is invited to these schools to give talks on the reading of young people, and she supplies them with exhibits from among the new books.

In the big new Buffalo railroad station located as it is some miles from the town's shopping center, books seem sufficiently important to the Union News Company,



Red and white sale announcement, Christmas-card size

which has the concessions on the New York Central, to warrant giving them a completely separate display across the foyer from newspapers and magazines. Almost every type of book is on hand.

### Customers' Choice

AGGY BOOKS at Oyster Bay Long Island, is housed in a small old-fashioned house on the main shopping street. There is a low porch with open boxes of old boxes outside. Within are two fair-sized rooms with a fireplace at one end and curtains of blue glazed chintz at the windows. The shop is open all year round, though it has a larger clientele in summer when all the summer people come to the North Shore of Long Island. The customers are as partial to non-fiction as fiction and the shop has quite a good stock of children's books. We noted the Petershams' "Christ Child" displayed prominently. There is a small circulating library which the shop hopes to expand. The rate is 25c. a week with a rebate of 10c. if the book is returned in three days. This plan does not work very well in this community, however, because the patrons, being very prosperous, do not feel the inducement to save 10c. very strongly. The bookseller in charge feels that perhaps a straight 5c. rate might be better because, then, if the books were kept for a number of days, the revenue would be greater or,

on the other hand, the inducement to return books promptly might be a bit stronger. As it is, everyone wants the half dozen most popular books all at once, a difficult situation in a small library.

Mrs. Sarah Calcher at Dutton's in Glen Cove tells us that all four hundred patrons of her circulating library wanted "Judith Paris" and "Maid in Waiting" on publication date. She says that prosperous North Shore Long Island ladies each belong to three or four circulating libraries so that they will stand a better chance of getting the newest books just as soon as they are out.

"Johnny Penguin" has sold well in Glen Cove because the author and illustrator both live there. Julia Davis Adams' "Stonewall" has been successful for the same reason. "Washington Merry-Go-Round" has sold well, though a customer who came into the shop while we were there returned it to the circulating library and said, "It's a very silly book." Customers of the shop do not care for Virginia

Woolf, and "The Waves" stands about neglected.

Mrs. Clacher was very enthusiastic about "Smuggler's Luck." It was her enthusiasm which sold it to a customer who was in turn so enthusiastic that she told Schwarz in New York about it. Schwarz have since featured the book as recorded in these pages. Mrs. Clacher is also very enthusiastic about "Peggy and Peter." A Christmas book which sells well in this shop is a facsimile edition of Dickens' "Christmas Carol." Customers buy four or five copies

of this book to give away every Christmas.

The titles which are quite regularly listed as today's best sellers from coast to coast are also topping the lists in Bostón, where there is a steady demand for Galsworthy's "Maid in Waiting," Willa Cather's "Shadows on the Rock," Edna Ferber's "American Beauty," O'Neill's "Mourning Becomes Electra," the Shaw-Terry "Correspondence," and James Truslow Adams's "Epic of America." Judge Robert Grant's "Dark Horse" and Jeffrey Farnol's "Jade of Destiny" are two novels which have aroused particular interest in the Boston stores. Honoré Willsie Morrow's "Black Daniel" is still moving at Jordan Marsh's. DeWolfe & Fiske recently gave a window to Vash Young's "Fortune to Share" and report that it pulled unusually well.

A new Sylvia Thompson, "Summer's Night," announced for February, will be Little, Brown's leading winter novel. They have just heard from Miss Thompson that she plans to come over from London to give some lectures in America and hopes to be here by publication date. The lower floor of the Little, Brown building, which for many years housed their retail bookstore, is now being converted into an office library and reception room.

Aventine Press has issued President Hoover's "Boyhood in Iowa," with a preface by Will Irwin. The book is in a limited edition of 1000 copies and was printed by the Walpole Printing Office. Price \$7.50.

In Washington, D. C. "Jadwiga" (Mac-

millan) is being read with interest. So are "Maid in Waiting," "Two People" and "Judith Paris."

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Julian Sherrod, who wrote the highly successful "Scapegoats," has done another finance story which he calls "The Autobiography of a Bankrupt" and which he hopes to have ready for release by March. 1932. Incidentally, we are told by one of New York's largest bookstores that "Scapegoats" in legitimate book form (it has been taken over from Mr. Sherrod by Brewer. Warren & Putnam) doesn't attract quite so much attention as when it was on the tables in pamphlet form. People seemed to feel that there was something very authentic in the pamphlet. They felt that they were getting the inside dope. "Scapegoats" is still a leader, however, at Rumana McManis's Hidden Bookshop in downtown New York.

JE 36

The Irish are at it again, this time Faulkner's "Sanctuary" and Dreiser's "Dawn" having been given the censor's axe.

JE 36

James Branch Cabell has changed his writing name to Branch Cabell and has written "These Restless Heads" which Robert M. McBride Company will publish on March 9th.

"Maid in Waiting" sells well at The Book Shop in Greensboro, North Carolina. "Judith Paris" is currently next, and "Ten Commandments" is third. Those great and long-time favorites, "The Good Earth" and "White Bird Flying," still sell. Culbertson seems to have lost out in North Carolina. The Book Shop has a hot time of it trying to keep "The Official System" in stock. "A Fortune to Share" is being discovered. "Fatal Interview" is still being bought and read by many.

Books, which from all indications are going to be big Christmas Gift items in the South, are "Southern Antiques," "Legends of Virginia" and "Carolina Low Country."

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Vicki Baum's "And Life Goes On" has been postponed by *Doubleday*, *Doran* until February 1st.

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pas Cor get star Cor Boston booksellers have been somewhat mystified this past week by requests from a gentleman set upon tracking down a copy of a book he called "A Staggering Evening." Eventually a bright young saleswoman, who modestly witholds her name, solved the problem. She produced "The Stag at Eve" and the gentleman bought and paid cash for six copies. This book is having a big sale in New York.

The Thornton Wilder plays contained in "The Long Christmas Dinner" were produced by the Yale Dramatic Association and the Vassar Dramatic Association, in New Haven, on November 25, 26 and 28. Mr. Wilder is a Yale man.

Oxford says that the current Theatre Guild production of Eugene O'Neill's "Mourning Becomes Electra" has incited a good many people to buy translations of the "Agamemnon" of Aeschylus, the "Electra" of Sophocles and the "Electra" of Euripides.

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Most women are more personal than men in their choice of reading matter, so the Graduate Library School at Chicago University says. The school conducted a survey and discovered that while men are reading about preparations for war, for instance, women peruse volumes on self improvement. However, the executive type of business woman who lives at New York's American Women's Association is most interested in books on travel, sociology, history, art and general comment. Galsworthy is a perennial favorite with the business women, as are Cather, Ferber and Walpole. "Careers for Women" by Filene. Hatcher's "Occupations for Women" and Forbes' "Business Administration" are carefully perused by a great many of the A. W. A. members. We don't know, however, what women think of Mary Beard's "On Understanding Women." Is it being read mostly by men?

In Nashville, Stokes & Stockell have passed the 300 mark on "The Story of the Confederacy," and, true to form as energetic promoters of Southern literature, have started off well with "Carolina Low Country."



Mr. Fothergill, of "Mr. Fothergill's Plot"
(Oxford), is the landlord of this old coaching inn at Thame in Oxfordshire

Charles E. Lauriat was in New York last week and had with him his new sea book, "Bully Hayes—South Sea Pirate" by Basil Lubbock. "Bully" Hayes was the dare-devil who, single-handed, once captured a ship, and sailed many of them on legitimate and nefarious enterprises.

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Mrs. Reid, author of "The Great Physician," the life of Sir William Osler, is writing a portrait of Woodrow Wilson. To be called "Woodrow Wilson, The Caricature, The Myth and The Man," it will be published by Oxford in the spring.

The price of the signed edition of Clarence Darrow's "Story of My Life," which Scribner is to bring out on February 5th, is to be \$10.00 and the size of the edition is to be strickly limited to the number of orders in the hands of the publisher on Friday, January 15th,



Allen R. Smart

### Nelson's Elect New Board

S. F. ARESON, for six years president of Thomas Nelson & Sons, and with the company for over thirty-five years, has retired. The new board of directors is headed by Allen R. Smart as president. Mr. Smart, head of Allen R. Smart & Co., 230 Park Avenue, has undertaken his new office with Thomas Nelson & Sons at the 381 Fourth Avenue headquarters.

The remaining directors, and the officers, are: Directors: Ian T. Nelson, Allen R. Smart, George K. Hyslop, S. B. Watson, President, Thomas Nelson & Sons Limited, Toronto, Peter F. Lynch. Officers: Allen R. Smart, President; Ian T. Nelson, Vice-President; George K. Hyslop, Treasurer; George K. Hyslop, Secretary; O. Eugene Christen, Assistant Treasurer.

There has been as yet no announcement of policies, though it is inferred that Nelson's will widen their activities in the field of general publishing.

Other changes within the organization follow: W. R. Kohr, head of educational division; C. K. Roe, manager of loose-leaf books division; Julius King, manager of trade division, including Bible, classics, juveniles, and general books.

The interior of the offices is being rebuilt and redecorated along conservatively modern lines, this work to be completed in December.

### Cooperative Selling Plan

THE University of Chicago Press has just completed an arrangement with the Oxford University Press whereby the Oxford University Press canvassers (not trade salesmen) will sell the American translation of the Bible, just published by the University of Chicago Press, along with the Oxford Bible. The publishers consider that the two versions complement each other and are not rivals in the religious book market.

#### Special Delivery Letters for Canada

POSTMASTER KIELY announces that the U. S. Post Office Department has been advised of the receipt in Canada of a large number of letters mailed in the United States on which only 10 cents special-delivery fee has been prepaid by the senders instead of 20 cents which is the special-delivery fee for letters addressed to Canada.

#### Dr. Wilberforce Eames Honored

R. WILBERFORCE EAMES, selfeducated bibliographer of the New York Public Library, was awarded the Gold Medal of the New York Historical Society on the afternoon of November 20th. This is the second medal of its kind ever presented and the occasion was the exercises commemorating the society's 125th anniversary. Dr. Eames, starting as a bibliographer at the early age of 12, became a book clerk at 18 and, though his education went no further than grammar school, he has had several honorary degrees conferred upon him by Harvard, Brown and Michigan, is master of many languages, and has been called "one of the five senior scholars of the world."

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### Brick Row Discontinues Modern Books

THE Brick Row Book Shop in New York City is going out of the modern book business. From now until Christmas time, the shop is having a cash realization sale on all current books in its building at 42 East 50th Street, New York City. The current books now occupy the main floor of the Brick Row building but upon the

completion of the sale, the Brick Row plans to lease this floor. The old and rare books will still be displayed on the second floor.

### Travelers' Banquet

THE Brotherhood of Commercial Travelers will celebrate their annual banquet at the new Waldorf-Astoria on Tuesday evening, December 29th. It will mark the 47th anniversary gathering, more than three score of which were given at the old Waldorf-Astoria.

### Library Club Meets

THE subject of the winter's first meeting of the New York Library Club on November 27, was the changing children's book and its artists. The original drawings from some of the recent children's books were displayed, and many of the artists who made them were present. The president of the club, May Massee, head of Doubleday, Doran's children's department, asked the artists to linger near their own work, so that members would have an opportunity to meet them and talk to them about their work. Many of the new children's books were also scattered about the room so that people could pick them up and look at them. The guest artists included Boris Artzybasheff, Ingri and Parin d'Aulaire, Peggy Bacon, Erick Berry, James Daugherty, Marjorie Flack, Wanda Ga'g, Zhenya Gay, Dorothy Lathrop, Mary Lawson, Robert Lawson, Lois Lenski, Elizabeth McKinstry, Maud and Miska Petersham, Jay Van Everen, Lynd Ward, Mary Liddell Wehle, Rhea Wells and Kurt Wiese. The speaker of the evening was Thomas Mark Liddell, whom Miss Massee introduced as an artistprinter, but who described himself as merely the layout man, the go-between of the author and the printer. Mr. Liddell's special pleas were for increased cooperation between author and typographer and for more informality in the layout of children's

### Changes in Price

LITTLE, BROWN & COMPANY
"The Epic of America," by James Truslow Adams,
from \$3.00 to \$3.75.

WILLIAM EDWIN RUDGE, PUBLISHER
"Swiss Legends," by Joseph Spencer Kennard, has
been increased from \$2.00 to \$2.50. Effective at

### Communication

### PACIFIC COAST BOOK SUPPLY

Chico Book & Stationery Co., Chico, California.

Editor, Publishers' Weekly:

We, the small town booksellers of California, are in the same boat on the subject of new books and books for Christmas to be advertised outside of present lines like Grosset & Dunlap's and Burt's. If we get orders, as a rule our only Coast supply, the News Co., is out of them, and customers don't want to wait two weeks, the average time of delivery. It's hard to charge Eastern book express and doesn't Consequently, we confine ourselves largely to 75c. and \$1 books. We suggest that leading publishers get together, make a small choice selection from their different lines, stock this special line on the Coast and extreme West, and then push it with special list booklets. Then we might get R. P. SHERWOOD. somewhere.

### Obituary

### WILLIAM MONTGOMERY CLEMENS

WILLIAM MONTGOMERY CLEMENS, seventy-two, nephew of the late Mark Twain, died of heart disease at Asbury Park, New Jersey. Mr. Clemens was the author of a number of books, including biographies of Mark Twain, Theodore Roosevelt, and Admiral Dewey. He was also very much interested in genealogy, having written several books on it and founded the Genealogical Magazine in New York. He is survived by his wife and three daughters.

### Corrected Description

In the Weekly Record of November 28th "The Detached Branch, the Olive Branch of Peace," by Alice L. C. S. Orgain was described as being "a departure from Christian Science" instead of further development of the author's previous book, "As It Is." Both books, the author says, trace directly from the writings of Mary Baker Eddy.

### Business Note

ALPINE, TEX.—The Book Nook, Ernie Phillips, prop., is a rental library which was opened in November.

### November Book Production

Monthly Statistics of New Book Titles Compiled From The Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

CLASSIFICATION	November, 1931			Nov. 1930	11 mos. 1931	11 mos. 1930
	New Books	New Editions	Totals, 4 Weeks	Totals, 5 Weeks	Totals	Totals
Philosophy, Ethics	27	3	30	24	281	277
Religion	79	3	82	74	727	749
Sociology, Economics	60	3	63	55	570	468
Law	7	2	9	8	99	71
Education	22	I	23	18	235	215
Philology	16	4	20	II	232	187
Science	2 I	6	27	29	406	407
Technical Books	42	5	47	23	327	291
Medicine	22	9	31	24	374	289
Agriculture	6		6	5	77	61
Domestic Economy	6	3	9	6	72	53
Business	17	6	23	17	188	180
Fine Arts	31	_	31 #	. 31	192	20.
Music	6	-	6	2	75	58
Games, Sports	8	2	10	19	147	125
General Literature	36	6	42	54	448	489
Poetry, Drama	51	9	60	68	612	614
Fiction	58	10	68	173	1885	2054
Juvenile	91	12	103	98	971	801
History	34	6	40	47	440	389
Geography, Travel	26	8	34	43	367	359
Biography, Genealogy		5	61	91	724	730
Miscellaneous	2		2	6	60	49
Total	724	103	827	926	9509	9120
For November, 1930 the totals were	:					
New books 768 N	New edi	tions			ase of	
Totals of 11 months, 1931, shows an						

### BOOKMAKING

A Monthly Department =

### A New Feature of the Book Clinic

Practical Problems Are Being Solved and Carried Out by Members of This Group of Book Designers

THIS year the Book Clinic is offering to members practical problems which are to be solved by the members with critical comments on the merits of the solutions by the other members of the Clinic.

The design chosen for the first laboratory problem, the Longmans, Green novel "One Woman's Freedom," was that submitted by Leonard W. Blizard of Henry Holt & Co. This novel was submitted by John Benbow, of Longmans, Green, as a problem to the members of the Book Clinic, and thirteen different designs for the manufacture of the book were made. Gage, Chairman of the Clinic, appointed a committee, Paul Bennett of William H. Denney Co., Arthur Thompson of the Bell Telephone Laboratories and Mildred Smith of the Publishers' Weekly, to choose the best design. The jury liked two designs especially, those submitted by Leonard W. Blizard and Robert O. Josephy. So Mr. Benbow was asked to figure closely the costs of manufacturing the two books, and it was found that Mr. Blizard's design could be manufactured for about \$75 less than Mr. Josephy's. The award was, therefore, made to Mr. Blizard's design. This called for a book set in 11 pt. Baskerville, 3 pt. leaded, with a type page 20 picas wide. A special feature of the book design is the use of Bernhart cursive ornament No. 41 to form wings, symbolic of the title of the book. This ornament is used on the title-page, on the dedication page, on the half title and Bastard title. It is used also on the binding, at the four corners of the front cover and five times on the backbone, pleasantly spaced. On the cover, it is stamped in silver ink on a red brown cloth. The jury praised the graceful and original binding design of the book but recommended that the designer, if he chose, redesign the title-page in Baskerville.

Mr. Josephy's book was to be set in 12 pt. Estienne, 4 pt. leaded, page 21 x 34 picas. Initials were to be set in Rivoli, a contrasting but harmonious face. The titlepage was to be executed in Rivoli. 12 pt. Estienne rules were used to emphasize the chapter heads and a smaller rule was used on the title-page. The jury liked the type combination and the excellent title-page design. It was less impressed with the binding, which called for a blue vellum cloth blind stamped in Rivoli with the top stained brown and the backbone blind stamped in aluminum leaf.

In attacking the problem, three designers chose Estienne, three Granjon, three Garamond, two Bodoni Book, one Caslon Old Face and one Baskerville. John Benbow plans to state in a colophon that the book was designed by Leonard W. Blizard, that the design was chosen by the Book Clinic Committee of the American Institute of Graphic Arts out of several excellent designs submitted by members of the Clinic. He hopes that the designer will consult with him over the manuscript just before it is sent off to the printer in case there is anything which ought to be indicated by the designer so that the book may be kept fully in the feeling which the designer had

for it when he worked out his specifica-

Mr. Blizard was born in England, took up architecture as his earliest profession but this career was interrupted by the War. He has been in the Production Department of Henry Holt & Co. for the past twelve years. He has learned about the different phases of bookmaking at various printing plants. In his bookmaking work he especially likes Caslon Old Style, Old Style No. 1, Baskerville and Bodoni. He has selected Baskerville for "One Woman's Freedom," he says, on account of its legibility and because it combines well with the ornament which he chose to illustrate the freedom motif, an ornament representing wings.

### Book Jackets

How I Think My Customers Feel About Them

### Lee A. Weber

The Lord & Taylor Book Shop, New York

ago, when book jackets were simply dust wrappers, but those dim and unexciting days of brown wrapping paper have vanished. Look at the new books on display in the shops today. You will find something to stir your imagination, to quicken your esthetic impulses, and, presumably, to lessen your sales resistance.

Jacket advertising is comparatively new and comparatively unmeasurable. It is often very difficult indeed to say exactly why a jacket is good or bad, or to determine exactly how big a part a particular jacket plays in the sale of a particular book, but I have seen enough customers shy nervously away from a good book because of a bad or misrepresenting jacket to know that the book wrapper may aid or hinder me in my efforts to sell books.

First of all, does the jacket properly and suitably represent or describe the contents of the book? Or does the book have a badly designed "picture" jacket which would be no more suitable for one book than for a hundred others? Is the jacket covered with laudatory critical comments and extra bands ad infinitum, so that very little space remains for the title or the name of the author? I have in mind a very fine recent autobiography, a book with exceedingly attractive general format, which had a jacket almost entirely covered by an admonition to be certain to read the book. This is confusing, to say the least. On one jacket, the name of the critic who praised the book is in larger type than that

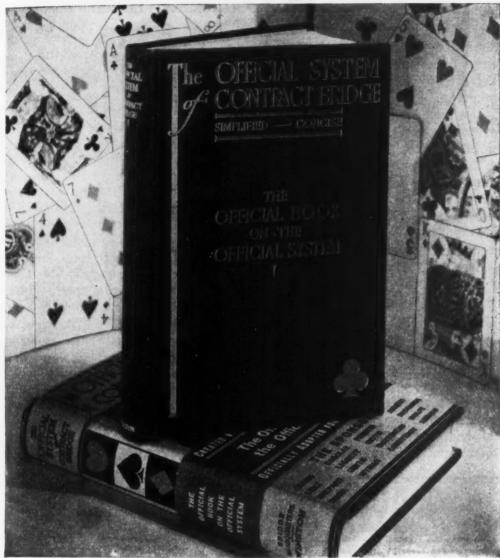
of the man who wrote the book. What fun we booksellers have straightening all this out for our bewildered customers.

Probably more errors in jacket-making fall under the heading of unsuitability than anywhere else. This may be expected in such a situation as recently occurred when an artist sold the same jacket, with slight revisions, to two different firms for two quite different novels. Such a thing happens seldom, I am sure, and books more and more are coming to have suitably individual wrappers.

I should imagine that a large part of all books purchased are intended for gifts, and for this reason, in addition to having jackets suitable, I would also have them more or less durable. Though every book may be a potential best seller and may not long remain in the bookseller's hands, there must, nevertheless, be some allowance made for general wear and tear. original purpose of the jacket may have been to protect the book, yet booksellers are constantly meeting customers who will not tolerate the slightest scratch on the jacket itself. For this reason light-colored, unvarnished papers are not practicable, however suitable and attractive the design.

Though customers demand that light-colored jackets be unblemished by finger prints or scratches, they are not generally intrigued by somber and dark-colored jackets. Generally it is the bright, gay cover that attracts, and when this type of jacket is not suitable, the purely geometric, noncommittal design would seem the best

## stylem



Courtesy of the Publisher, The John C. Winston Company, Philadelphia

### -Holliston SUEDE CLOTH

The successful book of today must have style; it must definitely express character. The foundation for such a book is a binding material that is distinctive, rich, luxurious—one that expresses style. Such a material is

Holliston Suede Cloth, the new cover material which combines the luxury of suede leather appearance with the economy of cloth. In any of its eight attractive colors, Holliston Suede Cloth makes possible a smartly bound book.

### HOLLISTON BOOK CLOTHS

THE HOLLISTON MILLS, INC., Norwood, Massachusetts
BOSTON • NEW YORK • PHILADELPHIA • CHICAGO • ST. LOUIS

substitute. My customers are very wary of the highly symbolical jacket, usually, and the book jacket which depicts writhing souls and hearts in torment leaves them quite cold.

Jacket visibility is an important factor for display purposes. Some books are conspicuous across the length of the bookshop, while others are lost in the large group. Repetition of design on the front and back of a jacket often gets the customer either

coming or going.

Favorable critical comments,. extra bands, and cellophane are helpful to the bookseller only when used discriminately. As I have said, the critic, if his name is in too large type, is sometimes mistaken for the author of the book. Some very well-known persons have praised so many books so lavishly that their opinions begin to have less weight with the book buyers than they once had. Extra bands are more often than not in the bookseller's way—they are easily caught and torn when books are stacked—but they sometimes help.

My customers would buy the new novel by Deeping, Walpole, or Galsworthy in any kind of jacket, but publishers and booksellers know, and my customers know only too well, that there are many other authors whose commercial possibilities are less established, and whose wares must

come in attractive wrappings.

### THE NORWOOD PRESS

NORWOOD -

**MASSACHUSETTS** 

J. S. CUSHING COMPANY BERWICK & SMITH COMPANY C. B. FLEMING & CO., INC. NORWOOD PRESS LINOTYPE, INC.

Book Manufacturers

Specialists for fifty years in the manufacture of fine books

TYPESETTING ELECTROTYPING PRINTING BINDING

### THE PLIMPTON PRESS

NORWOOD, MASS.

Complete Edition Work

### How to Letter Narrow Books

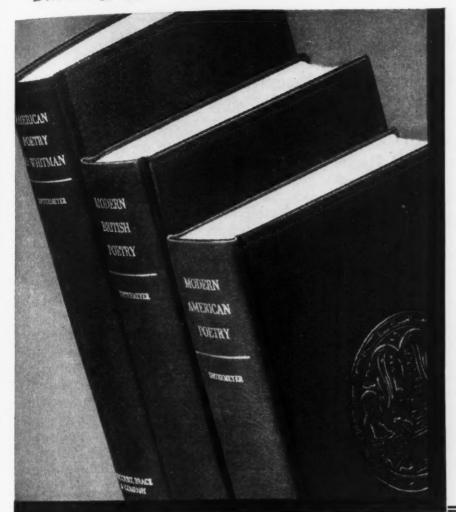
None point of book production there seems likely to remain a disagreement between American and English publishers. This is the placing of author and title when the lettering runs along the back. The most common American practice is to have the lettering run from top to bottom, the English practice being to run the lettering from bottom to top.

The English trade argues that when books are standing on the shelf it is much more natural to tip the head to the left and read from the bottom up. American designers point out that when a book is lying on its face on the table you cannot read the front lettering and the back lettering both unless it is lettered from top to bottom. They also point out that, if it is lettered from bottom to top, the lettering so to speak runs off the book and is therefore less pleasing to the eye than if it runs down into the book, and, inasmuch as the title is the thing which is read first, it should come first at the top of the spine.

The Book Clinic of New York, sponsored by the American Institute of Graphic Arts, took this subject under consideration and decided that they would have to remain in disagreement with their English brethren who have quoted to them the recommendation of the Joint Committee of Booksellers and Publishers as adopted in England July 5, 1929.

### Table of Contents

I F the public is turning more and more to solid and serious reading, the trade may have to adopt different methods of display. What the customer wants most to know about a book of information or discussion is what it is all about, and nothing gives a clearer picture of the book's value to the buyer than the table of contents. Here is seen the logic of the author's presentation and his own statement of its essential elements. We were discussing this point with W. W. Norton the other day, and he said he was putting the whole table of contents on the back of the jacket of one of his new books, thus giving the dealer a chance to play up the appeal which a table of contents undoubtedly does have for the browsing customer.



# The Untermeyer POETRY Anthologies

LOUIS UNTERMEYER

poet, critic, and editor of Modern American Poetry, Modern British Poetry, and American Poetry from the Beginning to Whitman. Harcourt, Brace & Co. are the publishers.



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### INTERLAKEN CLOTH

THE first of these three notable anthologies was issued in 1919, the second in 1920, and the latest this year. The first two have gone through many reprintings, in several revisions, and each has met with an instant and enthusiastic response from both educators and the poetry-loving public. They are critical, historical reviews as well as compilations, and they contain many unusual features (such as the negro, work, and street poems of the final volume). They are bound handsomely and impressively in Interlaken Common Cloths, V pattern, of three different shades.

RIGHT—The college text editions, also, are bound in Interlaken.



INTERLAKEN MILLS, Providence, R. I. - 18 Thomas Street, N.Y.

### Books About Bookmaking

Dr. Hellmut Lehmann-Haupt

Book Illustration

Modern Book Illustration in Great Britain & America. Analyzed by F. J. Harvey Darton. Special Winter Number of "The Studio." Edited by C. Geoffrey Holme. London, The Studio Limited; New York, William Edwin Rudge, 1931.

SPECIAL numbers of The Studio have been devoted to book production problems for a number of years. They have come to be accepted as valuable contributions to the collector's reference library, and a complete set of these numbers is by no means easily obtained. There was a Special Winter Number on the Illustration of Children's Books in 1897; The Art of the Book, and Modern Book Illustrators, 1914; The Graphic Arts of Great Britain, 1917; British Book Illustration, Yesterday and Today, 1923; the New Book Illustration in France, 1924; The Woodcut, 1930.

The present issue on contemporary book illustration comes as a welcome addition to the series and will be valuable if used with discrimination. First of all, the subject is naturally a highly complicated one. The lack of historical perspective is a serious

danger for any publication of this kind, and the temptation for personal preference a big one to any author. The broader his view and the more complete the representation. the better the result. It can be said that Mr. Darton has attacked his problem with thoroughness, tact, and versatility. The occasion called for a cross-section, and he has found a path that winds back and forth through the jungle of contemporary production, carefully avoiding the serpent in the bush, and eventually covering the ground. It is not a reference work, but rather an academic lecture illuminated with lantern slides. There is no way of using this volume except by reading through the text from beginning to end. By this is meant that the material has been presented by the author in the manner of a closely interwoven pattern, with no subdivisions of the material.

This applies even to the somewhat delicate question of England's and America's share in contemporary production. The reader on this side of the Atlantic is naturally interested in the conclusions which an Englishman who knows both sides is in a position to draw. But in this we are disappointed. There is not a word about



A Valenti Angelo illustration for "Zadig," (Rimington & Hooper), reproduced in Darton's "Modern Book Illustration in Great Britain and America"



A John Farleigh illustration for Chapman's "Homer" (Basil Blackwell), appearing as an example of English book illustration in Mr. Darton's study

American illustration as such. Dwiggins and Kent are taken in at points where the theoretical pattern that underlies the dissertation makes it convenient. understandable and perhaps excusable, but it remains doubtful whether the "& America" in the title is entirely justified. At one particular point his tendency to avoid differentiation has a specially undesirable effect. In speaking of children's books in general Mr. Darton says that "they have not really progressed much in ideas or even in technique since the publication of the Studio Winter Number for Anyone who has watched modern children's books knows that this is certainly true for England. In America the matter is a very different one, and the openness in this country for influences from the Continent is only a partial explanation.

Another point which calls for criticism of the volume is the manner of its production. There is no reference in the text to the illustrations. And the illustrations in many cases cannot be found anywhere near

the text in which they are dealt with. But even when one disregards the text entirely and looks at the illustrations only there appears no sequence or order in their arrangement. It seems as though they had been planted as thickly as possible into the text, and the remainder, almost half the entire volume, put in after the end of the text. There are also a number of half-tone plates on special coated paper, many carrying reproductions of illustrations originally reproduced by line engraving.

However, taken as a whole, the volume represents a valuable piece of work. Its usefulness lies in the presentation of a great variety of material. It offers a chance for the artist, the printer, the publisher, as well as the collector, to look over the entire field and compare one's own conception of the matter with the author's presentation.

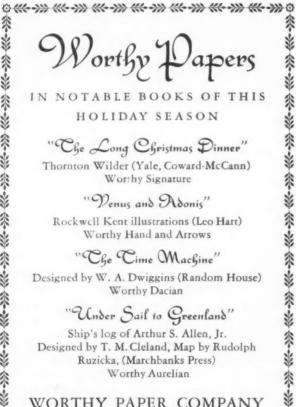
Das Deutsche Illustrierte Buch Des XVIII. Jahrhunderts. Von Arthur Ruemann. Studien zur deutschen Kunstgeschichte, Heft 282. Strassburg, Heritz, 1931.

Arthur Ruemann has made himself a European authority on the illustrated book in the 18th and 19th centuries. Infinite devotion to his subject together with painstaking curiosity have made him a master in his field. His book on the "Illustrated Book of the 19th Century in England, France, and Germany," (Leipzig, Insel-Verlag, 1930) is a standard work of rank, and has taken its place as the first really broad investigation of the subject upon an international basis. Earlier studies of the author were devoted to bibliographical research in the field, and here he gathered the necessary experience and intimacy with his subject. Thus a bibliography of German Illustration in the 19th century, and one on the same subject in the 18th century has appeared up to 1927. (Taschenbibliographien für Büchersammler, herausgegeben von Max Sander, Vols. IV and V.) The present volume is an attempt to master the variety of interesting monuments by a systematic survey of individual German cities and their contributions during the 18th century. Those who recall the splendid exhibition at The Grolier Club last year will be specially interested in the present publication.

Handbuch der Iberischen Bilddrucke des XV. Jahrhunderts. By M. Kurz. Leipzig, 1931.

This is an important contribution to the knowledge of early book illustration. Spanish and Portuguese woodcut illustrations in books printed during the 15th century on the Iberian peninsular have been collected and described in the present volume.

Contemporary French Illustrators have for some time been the subject of a series of monographs edited by Henry Babou, I, Rue Verniquet, Paris. These monographs are published under the general title of "Les Artistes du Livre," and their number is now over twenty. Among the more recent issues (1931) the 19th monograph has been devoted to Pierre Bonnard, written by Claude Roger-Marx with a preface by No. 20, on Chimot, Tristan Bernard. was written by Maurice Rat with a preface by Maurice Magre. Louis Legrand has been dealt with by Camille Mauclair, with a preface by Louis Barthou, in No. 21 of the series.



HOLIDAY SEASON

"The Long Christmas Dinner" Thornton Wilder (Yale, Coward-McCann) Worthy Signature

"Denus and Adonis"

Rockwell Kent illustrations (Leo Hart) Worthy Hand and Arrows

"The Cime Machine"

Designed by W. A. Dwiggins (Random House) Worthy Dacian

"Under Sail to Greenland"

Ship's log of Arthur S. Allen, Jr. Designed by T. M. Cleland, Map by Rudolph Ruzicka, (Marchbanks Press) Worthy Aurelian

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#### Miscellaneous

The Bookman's Glossary. A Compendium of Information relating to the production and distribution of Books. By John A. Holden. Second Edition, Revised and Enlarged. New York, R. R. Bowker; London, David H. Bond, 1931.

There is hardly a class of publication which will benefit so much from a second edition as a glossary. One can perhaps go as far as to say that the first edition of such a book always represents an experimental state, and a vivid temptation for the user to collaborate. In this case Frederic G. Melcher, editor of this magazine, and Louis N. Feipel of the Brooklyn Public Library have assisted in the process of amending a volume which has already proved its universal usefulness.

Paper Testing and Chemistry for Printers. A valuable book on the raw material of the Printers' craft, giving full details of the various methods of testing stationary and allied materials. By Gordon A. Jahans, B.A. London, Isaac Pitman & Sons, 1931.

A careful attempt to cover a problem of primary importance in book printing, which as the author will have it, does not claim any originality, but which deals with at least one essential raw material in a manner so thorough that it will make any other book on the subject superfluous.

Another Pied "Mercury." Under this heading B. H. Newdigate, Book Production Editor of the London Mercury and director of the Shakespeare Head Press, introduces to his readers this year's November number which "is so printed as to show in action six different faces, all of them cut for the Linotype Composing Machine since the War, and each of them representative of one or another of the many different sources from which the book-types used in present revival of printing are derived." In his "Book Production Notes" Mr. Newdigate has a little paragraph for each of these types. But in addition to this there are also a number of editorials from other authors on book production subjects. The whole issue is the repetition of an interesting experiment in magazine printing which began in this year's March issue of the Mercury.

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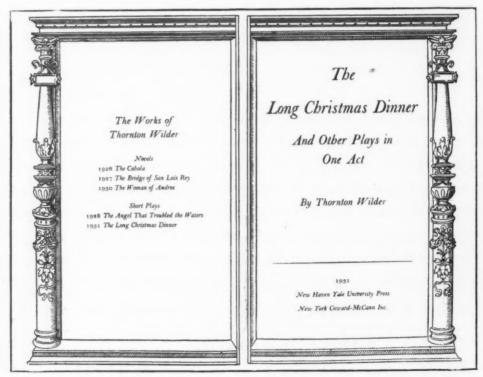


### Full Trim: A Bias on Current Bookmaking

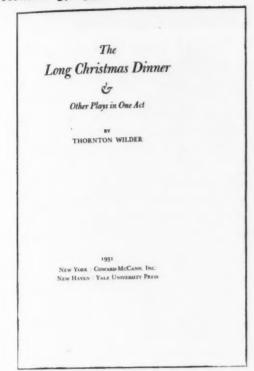
By Evelyn Harter

E fell back on the amoeba the other day when we were trying to explain to ourselves, on other grounds than a hide-bound conservatism, a dissatisfaction with sans-serif types used in book-work. We were looking at a copy of "Phobia" (Covici-Friede) at the time and admiring the illustrations by John Vassos. But as we looked at the text it seemed to us that in spite of careful composition, the letters of the words failed to hold together. Each was a naked cell. The unit-letters did not flow toward each other to make an organism of the word. They had, to borrow from our brief biology, no pseudopodia - those little branches or extensions of themselves certain unicellular organisms stretch out from their central protoplasm—no friendly pseudopodia stretching ever so slightly before and behind to fill the awkward gaps between the letters and establish relations with the adjacent letters. Probably it is for this reason that a line of capitals looks better than a line of lower case—there are fewer holes within the word. Moreover the serifs help to establish the straightness of the line—a regularity for which the eye is grateful.

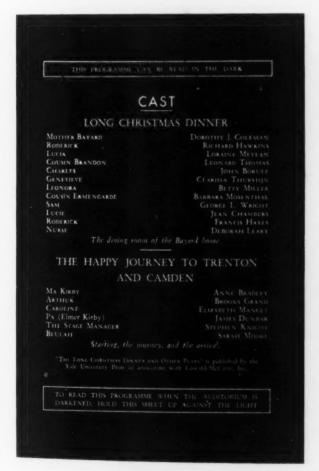
Probably no selection of the "Fifty Books" has ever been preceded by as much discussion as that which will be made this December. The slighting of trade books in last year's selection lead to such discontent and muttering that a meeting was held at the American Institute of Graphic Arts recently when this year's judges listened to suggestions and grievances. Various plans were proposed: that two shows be held—one of fifty trade books and another of fifty de luxe books; that half of the fifty should be trade and the other half de luxe; that the field of fifty be marked off into subdivisions entitled travel, fiction, biography, poetry etc., and a selection made in each department. Fortunately none of these plans were adopted; as Robert Josephy said then, trade bookmaking has no wish to be considered a weak sister. Edward Stevens, of the Pratt Institute



From the limited edition. The double page is in black and green



Title-page of the trade edition, in red and black. The programs for the Wilder plays given in New Haven contained something new in program printing—the cast pages being printed with reverse plates



Free Library, chairman of the committee to judge the books this year, is a stickler for sturdiness in books. He has even written a pamphlet called "To the Rescue of Abandoned Literature" pointing out how the old editions of the classics are disappearing from library shelves and how modern publishers are failing to make durable ones to replace them. We can be sure that he and his committee will settle down to their rather thankless task on December 7th with the genuine hope of finding some deserving trade books if such are submitted. It is the belief of this department that they will find some very respectable trade work; we have mentioned some in the past six months that would be no discredit.

We saw the premier of "The Long Christmas Dinner" and three other one-act plays by Thornton Wilder at New Haven last Saturday night; these have been brought out in trade and limited editions by Coward-McCann and the Yale University Press. The limited edition has a two-page title in black and green; the trade has a single page title in red, and both of them are attractive in their bindings.

At the performance we were handed something new to us in programs. The two pages listing the cast were printed with reverse plates. When the auditorium was darkened it was possible to hold the page up with its back to the light of the stage and read the names of the characters and the settings. If this is an original idea with the Yale boys and Vassar girls who presented the plays, we salute them for its simplicity and novelty.

We were pleased to see the Random House edition of "The Red Badge of Courage" come along without a box in a simple unprinted jacket of wrapper-paper. We have long shared the astonishment of continental bookmakers at the waste of money displayed in this country in boxing single books-money which might be spent to more useful purpose. It is a rare boxed book which does not require a vise and a pair of pliers to separate the box and its treasure. If the ten to thirty cents spent in making a box were used in strengthening the materials of the book itself, the book-buyer would be the richer. Boxing a two-volume book is something else, for here the box serves a function—that of keeping the two volumes together during shipping and selling. There is something to be said for a rough packing box for a one-volume book to protect it against the handling it receives in transit to the buyer, but surely there is no need for the elaborately covered and expensively lined containers in which some books are presented to the public. If they are offered solely to be admired and not to be read, we have no quarrel; beautiful but dead, it is perhaps fitting that they should be thus offered in their card-board coffins for the book collector's catacombs.

### Come, Come Department

"Mourning Becomes Electra" (Liveright). What we call stratification of type-page; page breaking into layers as a result of type too small and leading too wide.

The straggling title-page of "The European Caravan" (Brewer, Warren & Putnam).

Efflorescence of white foil on the front of "Java Ho" (Coward McCann).

### Libraries Want Good Type

THOUGH every publisher is anxious that his new books shall have every possible chance for attention, it is sometime hard to realize that readable type has a very definite relationship to the circulation among many potential readers. The customer browsing over the book counter and looking for a book for the evening is likely to remember if he had difficulty the night before with the type of the book he was reading and he will be pleasurably impressed with the novel that is, perhaps, set in larger font.

In public libraries, too, there is a very definite demand for books with larger type. We notice in a current bulletin of the Springfield City Library that there is in the front foyer of their library a collection of Readable Books which has been placed next to the loan collection. "In this case," to quote the bulletin, "are books which have been popular and books which should have been popular. These books are chosen not only for their readable qualities but for their good appearance. Neither fine print

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This stam; print first plied print the seing if foil.

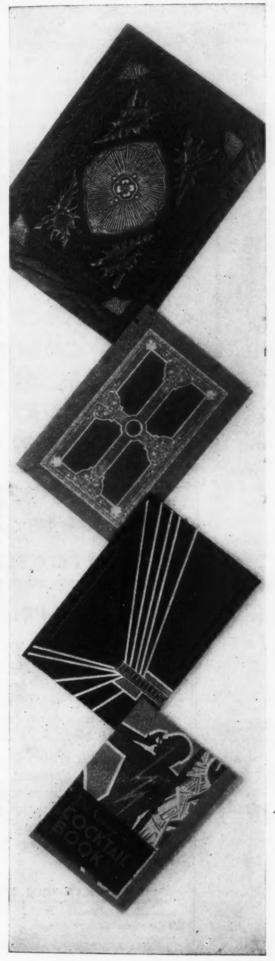
an en proc Coa Leat pan; built up t

Thi prin ink Reproduction of antique leather by superfinish process. Bronze and enamel colors are applied by airbrushing to certain portions of the design after which an application of antiquing solution is applied to produce contrast.

This is a printed and stamped cover on a double printed base color. The first color, green, is applied with the new rubber printing plate process. In the second step the stamping is of back sized gold foil.

This design is colored by an entirely new top rolling process, developed by the Coast Envelope and Leather Products Company. In this process a built-up rubber form picks up the color and transfers it to the embossed portions of the design.

This is a Bookcraft finish printed with Cray Finns inks and rubber forms.



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nor disreputable covers need apply." And, in further description of the collection, the bulletin states, "In the last eight months 2,500 books in good print have been placed in a special case in the delivery room; all but 200 promptly went out. The following titles from among recent additions to the library's stock may be of interest to those seeking to save tired eyes:

#### FICTION

"Bayberry Lane." Basset.

"Mary Faith." Burton. "River Girl." Croy.

"Personals." De Lamater.

"Rowena Rides the Rumble." Hueston.

"Rynox Murder Mystery." Macdonald.

"The Orchid." Nathan.

"Murder on 47th Street." Poynter.

"Farewell to India." Thompson.
"All Passion Spent." Sackville-West.
"Sandling Case." Tracy.

"Above the Dark Tumult." Walpole.

"If I Were You." Wodehouse.

### Inks for Cellophane Printing

NKS which print on cellophane without the use of heat have been developed by Sinclair & Carroll, ink manufacturers at 639 W. 51st Street, New York. Cellophane printing requires expert handling, particularly when printing in colors is involved, but with these special inks the job can be done on a regular press, without the special heat treatment. The process is one of surface printing, the ink penetrating the cellophane surface only to a very slight No one weight of cellophane degree. seems to be outstandingly better as regards drying quality than any other, though of course the thinner varieties of cellophane sheets are more difficult to handle in the

The growing use of cellophane in bookmaking has been indicated before in this department. Cellophane has been widely used as a simple over-jacket, and as the jacket itself with wide strips of paper pasted under the flaps to carry the blurb and to give needed weight. In the case of a Sears' book, "Set a Thief," these paper reinforcements were done away with, and the blurb was printed directly on the cellophane flaps. Recently Grosset & Dunlap have been delivering certain titles

wrapped in No. 300 cellophane, the lighest weight obtainable.

The latest development in the use of cellophane in bookmaking may be seen on a Brentano book, "Hollywood Undressed." This book has a usual paper jacket, illustrated with a nude female figure. On the cellophane over-jacket is printed, in yellow. a garment which fits over the figure on the paper jacket. Thus when the cellophane over-jacket is pushed back you get a big surprise. No. 600 cellophane and an ordinary zinc plate were used for this color-

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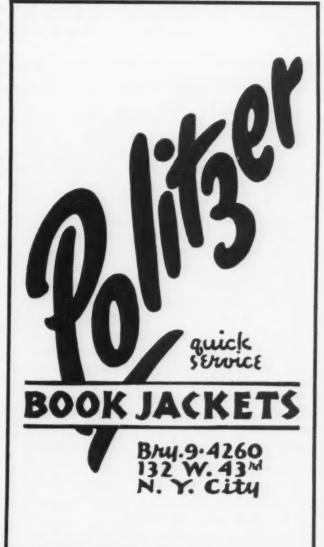
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printing job. This is the first time cellophane has been used with the intent to conceal, or rather, to encourage further investigation as to what is underneath. The idea has been patented by Brentano, the "Hollywood Undressed" cellophane jacket being Patent No. 1816353.

Cellophane comes in ten different weights, cut to size if desired. The price varies according to the quantity desired, on the basis of five cents per thousand square inches on a six million inch minimum.

### Less Plate Cost

F the cost of setting a novel is roughly 1 90c. a page and the cost of electrotypes 55c., 40% of the total composition expense can be saved for books of small run if they can be printed from type, and it does not seem unlikely that in the present pressure for reduced cost renewed attempts will be made on the part of publishers to save that cost in as many cases as possible. In some instances the type itself can be held for a little until the report of the first sales has been heard and then an estimate made of what the total sales are likely to be. Or. mats can be made, or stereos. These are not so clear and sharp as electrotypes, but for many books where economy is important, are satisfactory. They are much used in England. Neither method, however, is likely to prove as satisfactory as electrotypes.





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### The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

EPRINTS of classics in attractive new forms and anthologies of various sorts, listed in the first Weekly Record of December make good and comparatively inexpensive Christmas gifts. Modern Library volumes in their neat, flexible cloth bindings are always welcome in any home. The latest additions to this series are William McFee's great novel, "Casuals of the Sea" and the ageless "Travels of Marco Polo." A reprint of another classic is Blue Ribbon Books' "Decameron," in the John Payne translation, with new illustrations by Steel Savage. See Boccaccio. A dollar edition of a famous modern book, first published about ten years ago, is the "New and Revised Outline of History" by Wells. The book is complete and unabridged and this edition represents the first revision of the text. Kurt Wiese has done new illustrations for the children's edition of "Bambi" by Salten. Devotees of Vanity Fair may now be presented with a collection of the best pieces from that magazine of sophistication in a folio volume which contains many full-page illustrations in color, a de-luxe offering for Christmas. The "Second Mercury Story Book," a collection of stories from the English magazine, has just been brought out here. Brewer, Warren & Putnam have published a compact and pleasing book which represents the new spirit in European literature, "The European Caravan," edited by Samuel Putnam.

Of special appeal to bridge enthusiasts a little book by Harold *Thorne* which explains the strong and weak points of both the Culbertson and Official systems for the benefit of the bewildered novices who watch the controversy between the experts in despair.

One of the season's most important books, published this week, is Frank Harris' life of Bernard Shaw. Other good books of general interest are "King Legion" by Duffield, an account of the part the American Legion is playing in our national life; a low-priced edition of Gruening's valuable work on Mexico; "A Naturalist in Brazil," which is a delightful travel book as well as the fruit of the observations of a scientist, Dr. Guenther of the University of Freiburg: a new biography of Bret Harte by Stewart; "Bully Hayes, South Sea Pirate," another great epic of sailing days by Basil Lubbock; a two-volume history of Christianity by Boggs which relates Christianity to its historical and social backgrounds.

"Trees in Winter" by Blakeslee and Jarvis is a hand book abridged, from the large book of the same title, a timely guide for nature lovers and those who enjoy walking in the country in wintertime. Other new books for those with special interests are listed under Matisse, a catalog, with many reproductions, of the artist's work in the Museum of Modern Art; Fleitmann, "The Horse in Art"; Millar, "A Thousand Ideas for Mothers"; Dahl, "Housekeeping Management in Hotels and Insituations"; Macy, "American Writers on American Literature."

HIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: In d.l.

date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., designate square, oblong, narrow.

### The Weekly Record of December 5, 1931

Aesop

The fables of Aesop; comp. by Willis L. Parker; il. by Charles H. Bennett. 222p. O [c. '31] N. Y., Illustrated Editions Co. \$1

Anderson, Arthur Lawrence

Swine enterprises. 467p. (bibls.) il., maps, diagrs. O (Farm enterprise ser.) [c. '31] Phil., Lippincott

Anthony, Alfred Williams, ed.

Philanthropy for the future; a long-range look at economic policies in the field of charity; papers presented at the fourth Conference on Financial and Fiduciary Matters. 148p. D (Wise public giving ser. no. 36) c. N. Y., Federal Council of Churches of Christ in America, 105 E. 22nd St.

Aptekar, Herbert

Anjea; infanticide, abortion and contraception in savage society. 191p. (bibls.) O c. N. Y., Wm. Godwin

Ashabranner, James H.

Out of the deep [fiction]. 190p. D'31 Phil., Dorrance

Bacon, Theodore Davenport

Leonard Bacon, a statesman in the church; ed. by Benjamin W. Bacon. 578p. il. O c. New Haven, Conn., Yale \$5
The biography of a New England preacher who led the movement for freedom within the church during the period from 1825 to 1860.

A child's third number book; pt. 2. 151p. diagrs. D c. N. Y., Macmillan 64 c.

Baldwin, Sydney

Young Prince Hubert [reader]. 23op. il. (pt. col.) S'31 Evanston, Ill., Row, Peterson & Co. 80 c.

Balzac, Honoré de

The girl with the golden eyes; tr. by Ernest Dowson. 154p. il. O [c. '31] N. Y., Illustrated Editions Co.

Barlow, Lester P.

What would Lincoln do? a call for political revolution through the ballot [lim. signed ed]. 232p. il., map, diagr. O c. Stamford, Conn., Non-Partisan League Pub. Co., 4 South St.

fab., \$2.50 A discussion of the nation's motor traffic problem, together with an outline of a policy of limited capitalism and proposals for the furtherance of the Non-Partisan League of America.

Barr, Arvil Sylvester

An introduction to the scientific study of classroom supervision. 424p. (bibls.) (Appleton ser. in supervision and teaching) [c.'31] N. Y., Appleton \$2.50 The author is professor of education in the University of Wisconsin.

Beardwood, Joseph T., jr., M.D., and Kelly, Herbert T., M.D.

Simplified diabetic management. 190p. il. D [c.'31] Phil., Lippincott A manual of diet principles and treatment methods for the doctor and for the diabetic patient himself.

Birney, Hoffman

Two little Navajos; a tale of the children of the Painted Desert. 279p. il. (col. front.) D [c.'31] Phil., Penn \$1.50
A story of the child-life of two Navajo Indians, told for children from 6 to 10.

Blakeslee, Albert Francis, and Jarvis, Chester Deacon

Trees in winter; their study and identification; abridged ed. 292p. il., diagrs. O '31, c. '13 N. Y., Macmillan

Blankenagel, John Carl

The dramas of Heinrich von Kleist. 273p. (bibls.) O c. Chapel Hill, N. C., Univ. of N. C. Press A biographical and critical study.

Boccaccio, Giovanni

The decameron; tr. by John Payne; il. by Steele Savage. 528p. O [n.d.] N. Y., Blue Ribbon B'ks

The most pleasant and delectable questions of love; il. by Alexander King [tr. by Thomas Bell]. 133p. O [c.'31] N. Y., Illustrated Editions Co.

Boggs, Norman Towar [Norman Towar, pseud.]

The Christian saga; 2 v. 1105p. (bibl. footnotes) O c. N. Y., Macmillan \$9
The history of Christianity as a phase of European civilization.

Borton, Elizabeth

Pollyanna in Hollywood. 341p. il. D (Seventh Glad book) [c. '31] Bost., L. C. Page
The experiences of Pollyanna, her husband and

Amateur Trapshooting Ass'n, comp.
Trapshooters' 1930 average book, 168p. front. (pors.)
O c. '31 [Cin.] Sportsmen's Review Pub. Co. pap. \$1

Ander, Oscar Fritiof

T. N. Hasselquist; the career and influence of a Swedish-American clergyman, journalist and educator. 270p. (23p. bibl.) il. (pors.) O (Augustana lib. pub'ns no. 14) c. Rock Island, Ill. [Augustana B'k]

Bender's justices' manual; 8th ed., 1931, by Arthur F. Curtis. 1516p. O '31 Albany, N. Y., M. Bender fab. \$16

Bigelow, Harry Augustus, and Jacob, Francis W. Cases on the law of personal property; and ed. 478p. Q (Amer. caseb'k ser.) '31 St. Paul, Minn., West Pub. Co.

I

Brennecke, Ernest, jr., and Clark, Donald Lemen [comps.]

Magazine article readings. 720p. O c. N. Y,. Macmillan \$3.50

A representative collection of current magazine articles from all types of publications and on all sorts of subjects, selected for the student of writing and a companion volume to "Magazine Article Writing."

Brighouse, Harold

Six fantasies. 155p. D [c. '31] N. Y. [S. French] \$1.50 New one-act plays.

Buranelli, Prosper, and others, eds.

The cross word puzzle book, twenty-first ser. 124p. D c. N. Y., Simon & Schuster \$1.35

The cross word puzzle book, twenty-second ser. 117p. D c. N. Y., Simon & Schuster

The diagramless cross word puzzle book. 113p. D c. N. Y., Simon & Schuster \$1.35

Burgess, Kenneth Farwell, and others

The new Burgess' commercial law. 541p. (bibl.) il. (pt. col.) D [c.'31] Chic., Lyons & Carnahan fab., \$1.48
A text for high schools and business schools.

Burkard, William Edwin, and others

Health and human welfare; a health text for secondary schools. 542p. il., diagrs. (pt. col.) D (Health-happiness-success ser.) [c. '31] Chic., Lyons & Carnahan \$1.40

Carroll, Lewis, pseud. [Charles Lutwidge Dodgson]

Alice's adventures in Wonderland, and, Through the looking-glass; il. by John Tenniel. 244p. O [n. d.] N. Y., Illustrated Editions Co.

Chadwick, Mara L. Pratt

The story of Columbus. 188p. il. (col.), maps D '31 Chic., A. Whitman \$1

Chamberlin, Frederick Carleton

The private character of Henry the Eighth.
390p. (bibl. footnotes) il., map O c. N. Y.,
Ives Washburn \$3.50

A study of the character and career of Henry the Eighth, with particular emphasis on the influence of his surroundings and on his historical background.

Chapman, Royal N.

Animal ecology, with especial reference to insects. 464p. il. O (McGraw-Hill pub'ns in zoological sciences) '31 N. Y., McGraw-Hill

Clarke, Rev. C. P. S.

Saints and heroes of the Christian church. 281p. il. S '31 Milwaukee, Morehouse Pub. Co. \$2.40 Cohen, Chapman

God and the universe. 133p. S '31 N. Y., Freethought Press \$1.50

Coleman, William Henry, and others

Learning to spell; elementary bk. (2nd to 6th grades inclusive); advanced bk. (7th and 8th grades). 213p.; 96p. il. D [c.'31] Chic., Hall & McCreary Co. 48 c.; 36 c.

Coleridge, Samuel Taylor

The rime of the ancient mariner; introd. by Edmund Blunden. 68p. il. F '31 N. Y., Cheshire House bds., \$13.50, bxd.

Collins, Mary Rose, and Riley, Olive Lasette
Art appreciation for junior and senior high
schools. 348p. (4p. bibl.) il. O '31 N. Y.,
Harcourt

Cook, Harry H.

Like breeds like; a non-technical treatise covering heredity, live stock breeding and eugenics. 383p. il., diagrs. O [c.'31] Ontario, Cal., Sans Aloi's Jersey Farm, Research Dept.

Cornyn, John Hubert, tr.

The song of Quetzalcoatl; 2nd ed. 207p. il. (pt. col.) O '31, c. '30 Yellow Springs, O., Antioch Press bds., \$4

Corwen, Maxwell

Ole Man Swordfish. 125p. il. (col. front.) Q c. N. Y., Falcon Pub. Co., 545 Fifth Ave.

A story for children about the underseas adventures of Ole Man Swordfish and his three little triends, the Bluefish children.

Crockett, Albert Stevens

Old Waldorf bar days. 242p. il. O '31 N. Y., Aventine Press, 40 E. 49th St. fab., \$3.50

Dahl, Crete M.

Housekeeping management in hotels and institutions; purchasing, upkeep, and administration. 462p. il., diagrs. Oc. N. Y., Harper

Practical information about all the details of buying, cleaning, training, remodeling and decoration.

Danford, Harry Edmund

Ohio valley pioneers. 232p. (bibl.) il., map D (American life ser.) [c. '31] Chic., Rand, McNally \$1

Defoe, Daniel

Young folks' Robinson Crusoe; adapted by Mary Godolphin. 190p. il. (col.), maps D c. '31 Chic., A. Whitman

De la Ramée, Louise

Moufflon, the dog of Flanders; retold by Sara D. Jenkins. 80p. il. (pt. col.) S [c.'31] Chic., A. Whitman

Bowyer, Vernon L., and others, eds.

Character education. 292p. (bibls.) il. (col. front.) O (Chic. Principals' Club 6th yearb'k) '31 Chic., Chicago Principals' Club, 315 Plymouth Ct.

pap. \$1.50

Brinser, Ayers
The respectability of Mr. Bernard Shaw. 58p. D
(Harvard honors theses in Eng., no. 3) '31 Cambridge, Mass., Harvard pap. \$1.25

Campbell, Meredith F.
Infections of the kidney. 343p. il. '31 N. Y.,
Harper

Cowan, M. Cordelia

Nursing manual of gynecology and obstetrics.

251p. (4p. bibl.) diagrs. (pt. col.) Q [c. '31] Phil., loose-leaf, apply

Das, Frieda Mathilda Hauswirth
Gandhi; a portrait from life. 32p. front. (por.)
O '31 N. Y., Vanguard pap. 25 c.

### Dickinson, Sherman, and Lewis, Harry Rey-

Poultry enterprises. 430p. (bibls.) il., map, diagrs. O (Farm enterprise ser.) [c.'31] Phil., Lippincott A textbook for vocational agricultural students.

#### Downs, Harold

An alphabet of attributes; aspects of human thought and conduct. 214p. D '31 N. Y.,

#### Dows, Alice

Illusion. 145p. D (Contemporary poets, 100) '31 Phil., Dorrance

### Drown, Paulina Cony

Mrs. Bell. 86p. S c. Bost., Houghton \$1.25 A memoir of a well-known Bostonian who was noted for her wit. Many of her sayings are included.

### Duffield, Marcus

King Legion. 340p. (3p. bibl.) il. D [c. '31]
N. Y., Cape & Smith \$3
A critical study of the American Legion and its widespread power in our national life.

#### Emerson, Charles Phillips, M.D., and Brown, Nellie Gates

Essentials of medicine; a text-book of medicine; for students beginning a medical course, for nurses, and for all others interested in the care of the sick; 10th ed. rev. 612p. il., diagrs. D (Lippincott's nursing manuals) [c. '08-'31] Phil., Lippincott

#### Etlar, Carit

The Gynga chief; tr. by Carl Jensen [fiction]. 361p. D'31 Phil., Dorrance \$2.50

#### Fauset, Arthur Huff

Folklore from Nova Scotia. 204p. O (Memoirs of American Folk-Lore Soc. v. 24) '31 N. Y., G. E. Stechert \$3.50

#### Fetter, Frank Whitson

Monetary inflation in Chile. 226p. (7p. bibl.) diagrs. O (Internat'l Finance Section of Dept. of Economics and Soc. Insts. pub'ns, v. 3) c. Princeton, N. J., Princeton \$2.50

An economic history of Chile's monetary problems considered against their political setting.

### Flaks, Ary

Not for us alone, and other verse. 275p. D '31 N. Y., Author, 185 Henry St.

#### Fleitmann, Lida Louise [Mrs. John Van S. Bloodgood]

The horse in art, from primitive times to the present. 394p. (5p. bibl.) il. Q c. N. Y., buck., \$15 Wm. F. Payson With many half-tone reproductions of famous art

#### France, Anatole

At the sign of the Queen Pédauque; il. by Alexander King. 214p. O [c. '31] N. Y., Illustrated Editions Co. \$1

#### Fraser, Cecil E., ed.

The case method of instruction. 165p. D'31 N. Y., McGraw-Hill

#### Freda, Weston Harry

The science of selling. 44p. S [c. '31] Cleveland, O., 20th Century Service Co., 2167 Westminster Rd.

#### Advice for salesmen.

French, Joseph Lewis Christ in art. 267p. (bibl.) il. D (Art lovers' ser.) [c.'99] Bost., L. C. Page \$2.50 This book has been out of print.

#### Furnas, C. C.

America's tomorrow; an informal excursion into the era of the two-hour working day; foreword by Merle Thorpe. 310p. D [c. '31] Y., Funk & Wagnalls

The author, associate professor of chemical engineering at Yale, believes that machines will eventually reduce the working day to an hour or two, while hobbies and avocations will take up the greater share of everyone's energies.

#### G. E. W.

The Aquarian age of man [religion]. 226p. D [c. '31] Denver, Col., G. E. Wickizer, 4936 Irving St.

#### Gardner, Arthur

Medieval sculpture in France. 687p. il. O '31 N. Y., Macmillan

#### Gerard, Louise

Life's parade. 314p. D [c. '31] N. Y., Macaulay

The love story of Lorraine D'Or Sylvester, a beautiful young girl, alone in the world, who was unfitted to combat life because of her sensitive nature and her fear of men and love.

### Dickinson, Robert Latou, and Beam, Lura

A thousand marriages. 507p. O '31 Balt., Williams & Wilkins \$5 Ellis, Elmer

United States history workbook. 315p. maps O [c. '31] Chic., Lyons & Carnahan 315p. (bibls.)

#### Erbe, Carl H.

Questions and problems in American government; rev. ed.; to accompany Beard: American government and politics, 6th ed. 131p. D '31 N. Y., Macmillan fabore. fab.90 c.

### Ewing, Claude H.

Instruction manuals for paper hangers; unit III, Hanging panel paper. 55p. il. O (McGraw-Hill vocational texts) 31 N. Y., McGraw-Hill pap. 75 c.

Fergusson, S. P., ed.
Reports of the Greenland Expeditions of the University of Michigan (1926-31); pt. 1, Aërology. 302p. il., maps, diagrs. Q (Univ. of Mich. studies, scientific ser., v. 5) c. Ann Arbor, Mich., Univ. of Mich. Press \$6

Fessenden, E. A., and Estep, T. G.
Problems in thermodynamics and steam power plant engineering. 166p. O '31 N. Y., Wiley

Fineberg, Rabbi Solomon Andhil
A project in American Jewish history; a manual for teachers.
61p. (bibls.) D c. Cin., Dep't of Synagogue & School Extension pap. apply

Gesell, Arnold
The growth of the infant mind. 8p. O (Nat'l Advisory Council on Radio in Educ., psych. ser.)
[c. '31] [Chic.] Univ. of Chic, Press pap. apply

Gissing, George Robert

Brownie; introds. by George Everett Hastings, Vincent Starrett, Thomas Ollive Mabbott [lim. ed.]. 107p. O c. N. Y., Columbia A reprint of seven short stories attributed to the English author, George Gissing, that were originally published in the Chicago Tribune in 1877.

Godfrey, George L

Bonds in common. 314p. D [c.'31] Columbus, O., F. J. Heer Pr. Co. \$2.50
A story of American soldiers in wartime France.

Gohdes, Clarence L. F.

The periodicals of American transcendentalism. 271p. (bibl. footnotes) O c. Durham, N. C., Duke Univ. Press

Gordon, R. Leslie

A little journey through Alaska. 144p. il. D (Little journey ser.) '31 Chic., A. Flanagan

Gray, Thomas

Elegy written in a country churchyard; il. by Frank Adams. no p. il. (pt. col.) Q ['31] \$7.50, bxd. N. Y., Wm. F. Payson

Gruening, Ernest Henry

Mexico and its heritage [cheaper ed.]. 747p. (26p. bibl.) il., map (col.) O [c. '28] N. Y., Century

Guenther, Konrad

A naturalist in Brazil; the record of a year's observation of her flora, her fauna, and her people; tr. by Bernard Miall. 399p. il. O '31 Bost., Houghton The author is a professor in the University of Freiburg.

Gunther, K.

Prohibition, in its true emplacement. 236p. D c. N. Y., Walter Neale \$2 After reviewing the arguments for and against the prohibition law, the author concludes that it is evil.

Harper, J. Warren

Moods, tenses and intenses. 199p. front. D (Contemporary poets, 102) '31 Phil., Dor-

Harris, Frank

Bernard Shaw; an authorized biography based on first hand information with a postscript by Mr. Shaw. 456p. il. (pors.) O c.

N. Y., Simon & Schuster buck., \$4

A biography of one great literary personality by another man almost as well known in the world of letters. Frank Harris died soon after the book was completed, and Mr. Shaw, himself added to and revised the manuscript.

Hartmann, Edward von

Philosophy of the unconscious. 368p. (Internat'l lib. of phil., psych, and scientific method) '31 N. Y., Harcourt

Hawthorne, Nathaniel

The marble faun; 2 v. 782p. il. (pt. col.) S 31 N. Y., Lim. Eds. Club

\$10, to members, bxd.

Hayward, William R., and Johnson, Gerald Story of man's work; school ed. 245p. il. O '31 N. Y., Minton, Balch

Held, John, jr.

The works of John Held, Jr. 168p. il., maps Q [c.'31] [N. Y., Ives Washburn] \$3

Humorous pictures, most of them in the manner of the old fashioned woodcut, many of which have appeared in magazines.

Hervey, Lord

Lord Hervey's memoirs; 3 v. il. (King's Printers' eds.) '31 N. Y., Viking buck., \$30, bxd.

Hess, Katharine Paddock

Textile fibers and their use. 368p. (bibls.) il.; diagrs. O (Lippincott's home economics texts) [c.'31] Phil., Lippincott \$2.40

Higham, Charles Strachan Sanders

The good citizen; an introduction to civics. 192p. il., maps D '31 N. Y., Longmans \$1.20 A textbook in English citizenship.

Hodges, George

Three hundred years of the Episcopal Church in America [new ed.]. 109p. (bibl.)
S [c.'31,'06] Phil., George W. Jacobs & Co.,
1726 Chestnut St. \$1
This book has been out of print.

Holden, John Allen

The bookman's glossary; a compendium of information relating to the production and distribution of books; 2nd ed. rev. and enl. 153p. O c. N. Y., R. R. Bowker Co. \$2.50

Hotson, Leslie Shakespeare versus Shallow. 375p. il. O'31 Bost., Little, Brown

Humphrey, Grace

Father takes us to Washington. 293p. il. (col. front.) map D [c. '31] Phil., Penn \$2
Ruth and Robert Stuart visit Washington with
their father in the early spring and learn just what
they want to know about their Capital.

Hurd, Louis Merwin

Practical poultry-farming; new and rev. ed. 48op. il., map, diagrs. D (Rural science ser.) '31, c. '28, '31 N. Y., Macmillan

Griffith, Dudley David

The origin of the Griselda story. 120p. (bibl. footnotes) O (Univ. of Wash. pub'ns in lang. and lit., v. 8, no. 1) '31 Seattle, Univ. of Wash. Press pap. 75 C.

Harrington, Karl P., ed.

The Abingdon book of Christmas carols. [c. '31] N. Y., Abingdon рар. 35 с.

Harts, Harry L., comp.

The junior church choir year-book of anthems for soprani and alti. 83p. Q c. '31 Bost., White-Smith Music Pub. Co., 40 Winchester St. \$1.25

Henry, Dr. George W.
Essentials of psychiatry; 2nd ed.
Balt., Williams & Wilkins 318p. O '31

Holy, T. C., and Sutton, D. H.
Lists of essential apparatus for use in high-school sciences. 39p. (bibl., bibl. footnotes) O (Ohio State Univ. studies, Bur. of Educ. Research monographs, no. 12) [c. '31] Columbus, O., Ohio State Univ.

Hubbard, Ursula P. The cooperation of the United States with the League of Nations and with the International Labour Organization. 159p. (bibl. footnotes) D (Internat'l conciliation, no. 274) '31 N. Y., Carnegie Endowment for Internat'l Peace Hyman, Jacob David

William Chillingworth and the theory of toleration. 85p. O (Harvard undergraduate essay ser.) '31 Cambridge, Mass., Harvard half cl., \$1.25

Jones, Ernest, M.D.

Nightmare, witches, and devils. 374p. (bibl. footnotes) front., diagr. O [n.d.] N. Y.,

A psycho-analytical explanation of nightmares which reveals their connections with the medieval beliefs in witchcraft and sorcery.

Kennedy, Charles William

Sport and sportsmanship. 59p. D c. Prince-

ton, N. J., Princeton \$1.25

Three essays on the broader aspects of intercollegiate athletics by the president of the National Collegiate Athletic Association, who is also a professor of English at Princeton University.

Kirk, P. T. R.

The movement Christwards. 174p. S '31 Milwaukee, Morehouse Pub. Co. bds., \$1.40

Kuczynski, Robert R.

The balance of births and deaths; v. 2, Eastern and southern Europe. 170p. D '31 Wash D C Brookings Inst. \$2 Wash., D. C., Brookings Inst.

La Rue, Mabel Scudder Guinnip [Mrs. Daniel Wolford La Rue]

The good-time book. 117p. il. (col.) D c. N. Y., Macmillan A reader for the primary grades.

Lenzen, Victor F.

The nature of physical theory. 301p. O '31 N. Y., Wiley

Leroux, Gaston

The haunted chair. 235p. D (Dutton clue mystery) [c.'31] [N. Y.] Dutton \$2

A humorous mystery story concerning a vacant chair in the French Academy.

The broken column; a study in romantic Hellinism. 76p. O (Harvard undergraduate essay ser.) 31 Cambridge, Mass., Harvard half cl., \$1.25

Lloyd, Hugh

Hal Keen: smugglers' secret. il. D (Hal Keen ser.) '31 N. Y., Grosset

Lubbock, Alfred Basil
Bully Hayes, South Sea pirate. Bully Hayes, South Sea pirate. 333p. il. (col. front.) map O '31 Bost., C. E. Lauriat \$6, bxd.

The adventurous and picturesque story of American South Seas pirate of the 70's and 80's.

Lundell, G. E., and others

Chemical analysis of iron and steel. 641p. O '31 N. Y., Wiley

McCloskey, George Victor Andronicus

Saint Joan of Arc; a chronicle epic. 179p front. O c. N. Y., W. Neale \$2, bxd.
A narrative poem based upon the life of Joan of

McEwen, Robert Stanley

Vertebrate embryology; rev. 592p. (bibls.) diagrs. O [c. '23, '31] N. Y., Holt \$4.75

McFee, William

Casuals of the sea; introd. by Christopher Morley. 529p. S ['31] N. Y., Modern Lib. flex. cl., 95 c.

McGraw, Donald

Apollo and Daphne. 108p. D (Contemporary poets, 101) '31 Phil., Dorrance

McPherson, Roy

Modern typewriting. 191p. il. Q '31 N. Y., Prentice-Hall

Macy, John Albert, ed.

American writers on American literature; by thirty-seven contemporary writers. 561p. O [c. '31] N. Y., Liveright Thirty-seven contemporary men of letters appraise the main currents of American literature.

Malcolm, Sir Ian Zachary

Vacant thrones; a volume of political portraits. 219p. il. (pors.) O '31 [N. Y.] Mac-

Short sketches of the many English political leaders who have died in the 20th century.

Marsh, William John, and Marsh, Charles Jimmy Huckleberry of Horse-fly Alley. 63p. O c. New Milford, Conn., Marsh Bros. \$5
A story of an American boy by the two boys who
wrote and published a life of President Hoover a short time ago.

Mather, Irwin F.

The making of Illinois; a history of the state from the earliest records to the present time; rev. ed. 274p. il. D'31 Chic., A. Flana-

Matisse (Henri); introd. by Alfred H. Barr, Jr.; notes by the artist. various p. (3p. bibl.) il. O (Mus. of Modern Art) [c.'31] N. Y., \$2.50 Norton

A catalog of the artist's work exhibited at the Museum of Modern Art, a biographical and critical introduction, "Notes of a Painter," written by Matisse in 1908 and many reproductions of his paintings and

Index to the publications of The Bibliographical Society of America and of The Bibliographical Society of Chicago, 1899-1931. 48p. O c. Chic., Univ. of Chic. Press pap. \$2.50

Jamieson, Elizabeth M., and Sewall, Mary
Ethics notebook for nurses. no p. (bibls.) Q c. '31
[Phil.] Lippincott loose-leaf, apply

Lescohier, Don D., and Peterson, Florence
The alleviation of unemployment in Wisconsin.
139p. (bibl. footnotes) diagrs. O '31 Madison, Wis.,
Industrial Commission of Wisconsin pap. apply Wisconsin.

McCoy, Otis L. [ed.]
Radiant gems [hymns]. no p. D c. '31 Cleve-

land, Tenn., Tennessee Music & Pr. Co., 2524 Gaut

Map of Chicago's gangland (A); from authentic sources; designed to inculcate the most important principles of piety and virtue in young persons and graphically portray the evils and sin of large cities. map (col.) c.'31 [Chic.] Bruce-Roberts \$1

Meissner, Sophie Radford de The Shepherd King. 46p. il. T [c. '31] Milwaukee, Morehouse Pub. Co. pap. 35 c.

Melamed, Ruth Outstanding novels of the twentieth century. 16p. il. (pors.) nar. O '31 N. Y., H. W. Wilson pap. 50 copies, \$1.75; 500 copies, \$10 Mensendieck, Bess M.

It's up to you. 208p. il., diagrs. D [c.'31] N. Y. [Author, 36 W. 59th St.] \$3 An explanation of the Mensendieck system of physical training which stresses beauty of form and

grace of movement.

Millar, Helen Jackson [ed.]
A thousand ideas for mothers. 195p. (bibl.)

il. O [c.'31] N. Y., Century \$2

A selection from the many tried-and-found-effective ideas in child guidance sent in by mothers to the editor's newspaper syndicate feature, "Mothers and Their Children" Their Children.

Moaning Canyon; a novel by unknown author. 405p. D [c.'31] Bo A story of the Orient. Bost., Stratford

Moloney, Francis Xavier

The fur trade in New England, 1620-1676. 150p. O (Harvard undergraduate essay ser.) '31 Cambridge, Mass., Harvard half cl., \$1.25

Mooney, James David

Wages and the road ahead. 158p. D c. Y., Longmans Examining the problem of wage reduction and pointing the way out of depression.

Moore, T. Sturge

The poems of T. Sturge Moore; v. 1. 318p. front. O '31 N. Y., Macmillan \$5

Mother and child; forty-eight photographic studies by Hedda Walther; foreword by Conrad Elphinstone. 54p. il. O '31 N. Y.,

Moulton, Harold Gleen, and Ko, Junichi

Japan; an economic and financial appraisal. 664p. maps, diagrs. D (Inst. of Economics pub'n no. 44) '31 Wash., D. C., Brookings Inst.

Mulliner, Mary Rees

Elementary anatomy and physiology; a text-book for students in hygiene and physical education; 3rd ed. rev. 448p. il. (pt. col.) diagrs. O '31 Phil., Lea & Febiger \$4.75

Murray, Walter Brown

The truth about marriage. 153p. (2p. bibl.) O c. Los Angeles, Haynes, 2266 E. 38th St. \$2 An essay on marriage, what it means, what it should be.

Nance, Ida M.

A textbook of needlework. 151p. diagrs. O [c. '31] [N. Y., Longmans]
Instructions in simple needlework.

Nimrod, pseud. [Charles James Apperley]
The chace: introd. by Owen Culbertson; il.
by Edward P. Buyck. 75p. O c. N. Y., Wm. F. Payson bds., \$7.50; lim., signed ed., \$20 An essay on fox-hunting that was published originally in an English sporting magazine in 1832.

Nood, Frederick T., comp.

An anthology of Augustan poetry, 1700-1751. 323p. D '31 N. Y., Macmillan \$3

Nowlin, William F.

The Negro in American national politics. 148p. (3p. bibl.) D [c. '31] Bost., Stratford bds., \$2

Ocampo, Felicidad V.

The lonesome cabin [fiction]. 127p. D c. Bost., Meador Pub. Co. \$1.50

Paul, Harry Gilbert, and Miller, William Dana

Language goals; 3rd bk. 368p. il. D (Standards for lang. ser.) [c. '31] Chic., Lyons & Carnahan

Language goals for the ninth year. 507p. il. D [c. '29-'31] Chic., Lyons & Carnahan

Pennell, Elizabeth Robins, and Wuerth, Louis

Catalogue of the lithographs of Joseph Pennell; lim. ed. 243p. il. Q '31 Bost., Little, half lea., \$60, bxd.

Peters, Harry Twyford

America on stone; the other printmakers to the American people; lim. numbered ed. 415p. the American people; 11m. numbered ed. 415p. (2p. bibl.) il. (pt. col.) F [c.'31] [Garden City, N. Y., Doubleday, Doran] \$75, bxd. A chronicle of American lithography other than that of Currier & Ives from about 1820 until the commercial single-stone hand-colored lithograph disappeared from the American scene. Included is an artists publishers, craftsmen. appeared from the American scene. Included is an alphabetical list of the artists, publishers, craftsmen, etc., their lives and activities, and many illustrations showing examples of work from every part of America.

Polo, Marco

The travels of Marco Polo; tr. by Marsden: rev. and ed. by Manuel Komroff. 382p. S ['31, c. '26] N. Y., Modern Lib. flex. cl., 95 c.

Powell, Alvin Leslie, and Rodgers, A. Lighting for the non-professional stage production. 39p. il., diagrs. F [c. '31] N. Y. Krieger Pub'ns, 215 4th Ave. \$1.50; pap, \$1

Putnam, Samuel, and others, comps.

The European caravan; an anthology of the new spirit in European literature; pt. 1, France, Spain, England and Ireland. 595p. O c. N. Y., Brewer, Warren & Putnam \$4 An anthology, compiled under the direction of the editor of *The New Review*, which presents the postwar literature of these countries.

Read, Margaret

The Indian peasant uprooted; a study of the human machine; foreword by J. H. Whitley. 270p. (bibl. footnotes) il. D '31 N. Y., \$2.50 Longmans

From the 18 volumes of the Report of the Royal Commission on Labour in India, the author has taken evidence and statistics for the study of the Indian worker.

Robinson, Edith

Little Puritan stories [new ed.]. 399p. il. D ['31, c. '98-'03] Bost., L. C. Page

Norton, F. H. Refractories. 594p. il. O '31 N. Y., McGraw

Poebel, Arno
The Sumerian prefix forms e- and i- in the time of the earlier princes of Lagas. 58p. O (Oriental Inst., Assyriological Studies, no. 2) [c. '31] Chic., Univ. of Chic. Press pap. \$1

Power, Sir D'Arcy

The foundations of medical history. 192p. D '31 Balt., Williams & Wilkins

Rodeheaver, Homer A.

Hymnal handbook for Standard hymns and gospel songs. 201p. D [c. '31] Chic., Rodeheaver Co., 28 E. Jackson Blvd. \$1.25

Robinson, Victor, M.D.

The story of medicine. 527p. (21p. notes) O [c. '31] N. Y., Boni
The history of the progress of medical strom 460 B.C. to the present, for the layman. 527p. (21p. bibl. medical science

Roper, Willet Crosby, jr.

The problem of pricing in a socialist state. 71p. O'31 Cambridge, Mass., Harvard half cl., \$1.25

Ross, Peter V., ed.

If a man die shall he live again? the poets' answer. 165p. D [c.'31] San Francisco, Wm.

J. Marnell, 761 Market St.

A collection of poems testifying to the fact of a future life.

Rudwin, Maximilian Josef

The Devil in legend and literature. 365p. (bibl. notes and footnotes) il. O c. Chic., The Devil in legend and literature.

Open Court Pub. Co.

An historical study of the personality of the Devil throughout 19 centuries of the Christian era, as portrayed in legend and literature, both sacred and

secular.

Salten, Felix Bambi; il. by Kurt Wiese [new children's 227p. il. (col. front.) O [c. '29, '31] ed.]. 227p. il. (col. from [N. Y.] Simon & Schuster \$2.50

Second Mercury story book (The); introd. by Robert Lynd. 423p. D '31 N. Y., Long-

Stories by Maurice Raring, Francis Brett Young, Lady Eleanor Smith, J. B. Priestley, Eric Linklater and others, chosen for this anthology from those that have been published in the London Mercury.

Shakespeare, William

Sonnets; reprinted from ed. of 1609, with three introductory sonnets by Joseph Auslander. 176p. S '31 N. Y., Cheshire House lea., \$14.50, bxd.

Shedd, Thomas C., and Vawter, Jamison

Theory of simple structures. 345p. O '31 N. Y., Wiley \$3.75

Shelley, Mary Wollstonecraft Godwin [Mrs. Percy Bysshe Shelley]

Frankenstein, or, The modern Prometheus; il. with scenes from the photoplay. 254p. D (Popular copyrights) [n. d.] N. Y., Grosset

Sherman, Harold M.

Touchdown. D'31 N. Y., Grosset 75 C.

Shohet, David Menahem

The Jewish court in the Middle Ages: studies in Jewish jurisprudence according to the Talmud, Geonic and Medieval Responsa. 250p. O '31 N. Y., Bloch Pub. Co.

\$3.50; signed ed., \$5

Smith, John Merlin Powis

The origin and history of Hebrew law 294p. (bibl. footnotes) D (Univ. of Chic. pub'ns in religious educ.; handb'ks of ethics and religion) [c. '31] Chic., Univ. of Chic. \$3

Tracing Hebrew law from the Decalogue to the Priestly Codes with comparisons with the Hittite, Assyrian and Babylonian codes.

South, Helen Pennock

The proverbs of Alfred, studied in the light of the recently discovered Maidstone Manuscript. 176p. (bibl.) front. O '31 N. Y., N. Y. Univ. Press

Sterne, Laurence

A sentimental journey through France and Italy; il. by Mahlon Blaine. 192p. O [c. '30] N. Y., Illustrated Editions Co. \$1

Sterrett, Frances Roberta

Rusty of the meadow lands. 331p. il. D [c.'31] Phil., Penn \$1.75

In which Rusty has an accident during her vacation at Loon Lake and has to stay in bed for weeks. For girls from 9 to 14.

Stewart, Charles Conger

Gasoline gypsies; a comedy in three acts. 104p. diagr. D (French's standard lib. ed.) c. '25, '31 N. Y., S. French pap. 75 c.

Stewart, George Rippey, jr.

Bret Harte, argonaut and exile. 395p. (3p. bibl.) il. O c. Bost., Houghton

A biography of the American writer, famous for his California stories, compiled from new and original sources.

Suhr, Elmer G.

75 C.

Sculptured portraits of Greek statesmen, with a special study of Alexander the Great; ed. by David Moore Robinson. 202p. il. O '31 Balt., Johns Hopkins Press

Thayer, Tiffany, pseud. [Elmer Ellsworth, jr.] The Greek. 338p. il. D c. N. Y., Boni

A story about a modern Greek, a story projected into the future, in which the author comments with keen insight upon love and modern society.

Science in social service; journal of the National Institute of Social Sciences; v. 15, December, 1930-May, 1931. 230p. il. O [c. '31] Bost., F. W. Faxon

Smith, James H.

Arithmetic; practice exercises and progress tests; grades 2-6. no p. D c. '31 N. Y., Mentzer, Bush pap. 24 c., ea.; teachers' manuals, 15 c., ea.

Specimen book of type faces; initials, borders, ornaments, rules. 414p. il. O [n. d.] N. Y., Kingsport Press Sales Agency, 578 Madison Ave. fab. apply

Spicer, Robert W., and Farris, Elgan B.
Problems in descriptive geometry.
N. Y., McGraw-Hill 6op. Q '31 pap. \$1.60

Stevenson, Russell A. The Minnesota unemployment research project. 26p. diagr. Q (Univ. of Minn. Employment Stabilization Research Inst. bulls., v. 1, no. 1) c. Minneapolis, Univ. of Minn. Press pap. apply

Stokes, Claude Newton

A comparative study of the results of a certain individual method and a certain group method of instruction in ninth-grade mathematics. 149p. (5p. bibl. O [c. '31] N. Y., Holt \$1.60

Tsiang, Hsi Tseng
China Red; a novel. 155p. D [c. 31] N. Y., Author,
Box 66, Sta. D pap. \$1

White, Helen C.
English devotional literature (prose), 1600-1640.
307p. (23p. bibl.) O (Univ. of Wis. studies in lang.
and lit., no. 29) '31 Madison, Wis. [Univ. of Wis.] pap. \$2.50 Thayer, William Sydney

Osler, and other papers. 385p. O '31 Balt., Johns Hopkins Press

There is this about letters; a collection of lectures delivered before the Six o'Clock Club. 281p. il. O St. Louis, Gerding Pub.

How to write and improve sales letters.

Thompson, Dow

A mind that was different; introd. by M. V. O'Shea. 130p. D c. Oklahoma City, Harlow Pub. Co. Analyzing the mental traits of introverts and extro-

Thorne, Harold

Culbertson vs. the Official System; the strong and weak points of each. 64p. S [c. '31] N. Y., Dutton An impartial analysis of the two bridge systems which are dividing players into opposing camps.

Valentine, Percy Friars

The art of the teacher; an essay in humanism. 297p. D [c. '31] N. Y., Appleton \$2 Essays in the theory, philosophy and principles of teaching, considered as an art.

Vanity Fair book, The. 173p. il. (pt. col.) F
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Selected articles, stories, pictures and photographs that have appeared in Vanity Fair.

Virgil [Publius Virgilius Maro]

The Georgics of Virgil; tr. by John Dryden; lim. numbered ed. 195p. il. F '31

N. Y., Cheshire House bds. \$24, bxd

With Dryden's "Essay on Virgil" and reproductions of the 20 original full page engravings which appeared in the first folio edition of Dryden's "Collected Works of Virgil" published in 1697.

Semi-precious stones; tr. by Valentine Snow. 604p. D [c.'31] N. Y., Cape & Smith

A novel of Soviet Russia.

Voltaire, François Marie Arouet de Candide; il. by Mahlon Blaine. 14 [c. '30] N. Y., Illustrated Editions Co. 144p. O

Wadsworth, Wallace The modern story book. 124p. il. (pt. col.) [c. '31] Chic., Rand, McNally Stories and pictures for boys and girls about airplanes, motor boats, fire-engines and other products of this mechanical age, which interest them.

Waite, William Henry Modern dahlia culture [3rd ed. rev.]. 132p. il. (pt. col.) D c. N. Y., A. T. De La Mare Waugh, Evelyn

They were still dancing. 317p. D c. N. Y., Cape & Smith An account of a trip to Abyssinia to see the coronation of its Emperor.

Webb, R. F.

Principles and methods in typewriting. 221p. (bibl.) D '31 N. Y., Prentice-Hall

Weger, George S., M.D.

The genesis and control of disease. 684p.
il., diagrs. O [c. '31] [Redlands, Cal., Author] \$5; Kitchen companion, gratis "An attempt to demonstrate the pathological possibilities of emotional and physical maladjustment and resultant metabolic and nutritional disturbance.

Wells, Herbert George

The new and rev. Outline of history. 1276p. il., maps, diagrs. O (Star b'ks) [c. '20, '31] Garden City, N. Y., Garden City Pub. Co. \$1

White, Trentwell Mason [Martin Trent, pseud.]

Famous leaders of industry; 3rd ser., The life stories of boys who have succeeded. 334p.
il. (pors.) D [c.'31] Bost., L. C. Page \$2.50
Brief biographies of Americans and Canadians of outstanding commercial success in the present day.

Whitney, Frederick Lamson

Methods in educational research. 351p. (40p. bibl.) D [c. '31] N. Y., Appleton \$2.25

A textbook in research and thesis work for teachers colleges, university schools in education and special research groups, that is the fruit of the author's seven years' conducting a graduate course in education in Colorado State Teachers College.

Wilde, Oscar [Sebastian Melmoth, pseud.] Salome; il. by Aubrey Beardsley. 120p. O [n.d.] N. Y., Illustrated Editions Co. \$1

Wilgus, William J.

Transporting the A. E. F. in western Europe 1917-1919. 64op. (11p. bibl. ) il., maps, diagrs. (pt. col.) O c. N. Y., Columbia Univ. buck. \$12.50 An account of the railroad and water transporta-tion of the A. E. F., written for the American citizens who may profit by these lessons in a future emergency.

Wright, Philip G. The Cuban situation and our treaty relations. 192p. D (Inst. of Economics ser. no. 42) '31 Wash., D. C., Brookings Inst. \$2.50

Wright, Sydney Fowler [Sydney Fowler, pseud.] Crime and Co. 319p. D [c. '31] N. Y.,

Macaulay A murder mystery which teased the wits of Scotland Yard's most industrious investigator.

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### Old and Rare Books

Frederick M. Hopkins =

WO hundred famous first editions, beginning with Cicero's "De Officiis," printed by Fust & Schoeffer at Mainz, in 1465, and coming down to John Galsworthy's "The Forsyte Saga," London, 1922, were placed on view by The Rosenbach Company at 15 East 51st Street last week, and the exhibition will continue until January 16, 1932. In the "Foreword" to the catalog Dr. Rosenbach says: "This exhibition is extremely significant at the present time. The markets of the world have suffered severe declines; many investments on the exchanges of all countries are worth today less than half of what they brought two years ago. No one knows what some of them will be worth a year or ten years hence. Look on that picture and then this. Most of the books in this exhibition are impervious to the vicissitudes of nations, men or markets. They are examples of the great book 'that looks on tempests and is never shaken.' They are supreme things of all time, and it is well in this unstable age to observe at least some things that are as eternal as the stars."

D. Clement, author of "Bibliothèque Curieuse," an old French bibliographical work, used the following terms to express rarity: "Rare," "very rare," "extremely

rare," and "excessively rare." Dr. Rosenbach has added a new degree of rarity. Baron Munchausen's "Narrative of His Marvellous Travels," Oxford, 1786, is listed as "First Edition—and Damn Rare." If Dr. Rosenbach were asked to amplify his meaning he would probably say that it belonged to a type that an industrious collector might search for during a long life, and then leave the task to a son, and perhaps to a grandson, to finish. There are plenty of first editions here that three generations of collectors would be lucky to find, and there are quite as many that are unique and will never be found elsewhere.

Concerning the selections made for this exhibition, Dr. Rosenbach says: "There is not, nor ever will be, a final list of one hundred, two hundred, or, one thousand most famous "firsts." Every collector and every book lover should have his own individual views on this subject and buy only the books that appeal to his personal taste. Some of the volumes in this list command a high price; others do not dent the pocketbook so deeply. We have not attempted a dictatorial guide for bibliophiles, incipient or advanced, but have merely chosen two hundred books which we consider to be among the greatest and most influential in the progress of civilization."

THE library of the late George H. Sargent, of the Boston Transcript, will be sold in two sessions on December 19th, by Charles F. Heartman, at Metuchen, N. J. There is a catalog for The first session comprises each session. first editions, association books, bibliographical material, and many curious and outof-the-way publications. The A. Edward Newton collection, comprising 83 lots, will be sold in the afternoon. Mr. Newton writes the introduction to this catalog, in which he says: "It is the habit of bookmen to refer to bibliography as a fixed science. I do not find it so: I find it a jumble of opinions. But to the extent that it is fixed is due in no small measure to the authoritative judgment of George Henry Sargent. And now his books are upon the auction block to be knocked down to the highest bidder. Besides his widow, the affection of his friends, and the volumes among which his life was passed, George did not leave much. It is the hope of the writer that however trifling the Newton collection may be, it will bring good prices, to the end that the sum paid for them will contribute to Mrs. Sargent's comfort." From the last paragraph in the introduction to the catalog of Sargent's library, written by Charles F. Heartman, we quote: "This book auction is not a sale in the usual sense of an auction sale, to be approached in the spirit of a bargain hunter. There should be no haggling over prices, but the most liberal spirit of bidding should inspire everybody. Those who are far away and bid by mail should forget values and send in bids commensurate with the sentimental value which is priceless. George H. Sargent extended his helping hand to everybody, everywhere, so long as they were booklovers. Should we not do a little in return? There will be no expenses whatever connected with this sale. The full amount realized will be turned over to Mrs. Carrie Sargent, in order that the life-evening of his faithful companion and co-worker may be peaceful, as deserved." It was the good fortune of the writer to have had the acquaintance and friendship of Mr. Sargent from the time he came East and joined the staff of the Boston Transcript, when we both were young men. We wish we might say something to help make this sale a

H. Sargent a great debt, and this is the time to pay it. We are sure that the collectors can be depended upon to do their duty. We hope that many will follow the generous example set by Mr. Heartman and do their utmost. Send for the Sargent Catalogs, make your selections and be generous with your bids. Dealers and collectors will feel better for doing it.

THE New York Public Library has recently acquired the private library of Grand Duke Vladimer Alexandrovich, uncle of the late Czar and father of the present Pretender to the throne of all the It is one of the most remark-Russias. able collections that has ever come into the possession of any American institution, It contains rare and valuable and, in some instances, unique source material on the Romanov dynasty and the empire it ruled, some of the publications being of a confidential character. The collection is also interesting for the princely sumptuousness of some of the bindings. A large proportion of the 2,200 books has to do with the Empire's armed forces and the wars waged in the course of the expansion over oneseventh of the earth's land surface. A number of monographs are devoted to the war of 1812, the Caucasian campaigns, the Crimean war, the Russo-Turkish conflict of 1877-78, and the Russo-Japanese war. As they relate to the reigns of Alexander II and Alexander III, they form a sequel to the work of Viskovatov acquired last year, which covers the history of Russian uniforms from the earliest times to the end of the reign of Nicholas I. Practically all of the books bear the Grand Duke's bookplate and are bound, the bindings being often curious and sometimes fine examples of the binder's art.

HE most interesting literary manuscript to come into the market, so far as this season has gone," says William Roberts in the London Times, "was that of the last three stanzas of Byron's "Ode to Napoleon Bonaparte" on three pages quarto, which fetched £150 at Sotheby's on November 10. The manuscript of the first sixteen stanzas was sold at Sotheby's in December, 1910, for £320. These two manuscripts therefore complete the poem,

which was published without Byron's name, by John Murray in April, 1814, at 1s. 6d., and by 1818 had reached thirteen editions. In the sale catalog there is a facsimile of the first page of the three stanzas, which Byron had been solicited by Murray to write, to avoid the Stamp Duty upon publications not exceeding a sheet. These were not published with the rest of the poem in 1814; in fact they were not printed until 1831. "I don't like them at all," wrote Byron, "and they had better be left out. The fact is, I can't do anything that I am asked to do, however gladly I would; and at the end of a week my interest goes." The exceptional interest of these three stanzas is that they contain a tribute to Washington-"the Cincinatus of the West." The name of the owner of the manuscript was not revealed; the purchaser was Mr. Gabriel Wells.

AUBER & PINE, 66 Fifth Avenue, issued their first catalog in 1923. It was a modest four-page sheet, and since, a continuous flow of good books has passed through this bookshop to all parts of the world. Its 100th catalog, containing some outstanding books, to which are added the opinions of seasoned bibliophiles on the amenities of book collecting at Dauber & Pine's, has just been issued. William Rose Benét, the poet, writes: "I think you have a splendid bookshop, and I have spent most pleasant hours there and gladly parted with a certain amount of cash for value received. My late wife, Elinor Wylie, and I used to browse in your precincts and some of her best-cherished rare volumes were purchased of you." Robert W. Chambers, Joseph Hergesheimer, John Erskine, Will Durant, Emanuel Hertz, Rupert Hughes, Walter Lippmann, Christopher Morley, Vincent Starrett, Louis Untermeyer, and scores of others, write letters similarly overflowing with gratitude and praise. This anniversary catalog is filled with offers of rare and valuable books at half price. Send for a copy, it is worth saving as a souvenir of this now famous friendly bookshop.

FIRST editions of American and English authors, consigned by various owners, will be sold by the Newark Galleries, Inc., in the McCarter Room, Robert

Treat Hotel, on December 10. The outstanding material contains a fine run of Frank Forrester, letters of famous authors, a fine set of Dickens's Christmas books, presentation and association books, and such items as Poe's "The Raven and Tales," 1845; Cooper's "Precaution," 1820; Riley's "The Old Swimmin' Hole," 1883; Bret Harte's "The Luck of Roaring Camp," 1870; Kipling's "Departmental Ditties," 1895; Thoreau's "A Week on the Concord and Merrimack River," 1849; and Whittier's "Moll Pitcher and the Minstrel Girl," 1840. Most of the material seems to be in better condition than the average first edition sales.

THE current Catalog, No. 566, of ▲ Magg's Brothers, of London, contains 261 pages, an authors' index, and 1,279 lots, comprising works on bibliography, books on printing, illuminated manuscripts and bookbinding and on art, classified in seven parts as follows: books about books and bibliography; books about manuscripts and reproductions of illuminated manuscripts; books on binders and bookbinding; printers and printers' specimens; paper, papermaking and watermarks; calligraphy and paleography; and books on art. It is an important catalog to the student of these subjects and a work of reference that should be appreciated and preserved.

### Auction Calendar

Thursday evening, December 10, at 8:15. First editions of American and English authors. (Items 182.) Newark Galleries, Inc., Post Office Box 1605, Newark, N. J.

Thursday afternoon and evening, at 2:15 and 8:15.
Sporting books and pictures from the library of
Harry Worcester Smith of Lordvale, Worcester,
Mass., together with his Henry William Herbert
(Frank Forester) collection. (Items 455.) RitterHopson Galleries, 37 West 57th St., New York City. Saturday morning, December 19, at 11 o'clock. The library of the late George H. Sargent, (Part 1, rare books and first editions, Items 247; Part 2, the eminent A. Edward Newton collection, Items 83.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. 1

Catalogs Received

Americana. (No. 890; Items 167.) C. W. Unger, Pottsville, Pa.

Americana. (No. 38; Items 273.) J. W. Browne & Son, Addison House, Rugby, England.

Americana. (No. 46; Items 161.) William Todd, Mt. Carmel, Conn.

Americana, Currier and Ives books, etc. (No. 8; Items 267.) The Market for Exchange, 88 Broad St., Room 712, Boston, Mass.

Association items, first editions, fine bindings. (No. 396; Items 81.) G. A. Van Nosdall, Maple, Wis.

Autographs. (No. 70; Items 237.) John Heise, 410
Onondaga Bank Building, Syracuse, N. Y.

### The Weekly Book Exchange

### How to use "Books Wanted" and "For Sale"

TERMS: Under "Books Wanted" (a service for booktrade only) 15c. a line to subscribers, no charge for address; to non-subscribers, 20c.

a line, charge for address.
Under "Books for Sale" (not restricted) 15c. a line to subscribers, 20c. to non-subscribers. All other classifications 20c. a line. Bills rendered monthly.

Write plainly on one side of paper. Weekly is not responsible for typographical errors. Illegible "wants" ignored. Each title must begin on a separate line except grouped titles by one author. Objectionable books excluded when noted, If books wanted were originally published in a foreign language, state whether original or translation is desired.

In answering state edition, condition and price including transportation.

Give your name and address.

Credit responsibility of advertisers is not guaranteed but space in the columns will be denied to dealers who misuse it.

#### NOTICE

Rev. L. P. Bogle, Winston, N. C., is again at his old tricks. He is unworthy of any credit. Dealers whom he has not already victimized should take notice.

The Publishers' Weekly.

### BOOKS WANTED

ABBEY BK. SHOP, Box 144, LORAIN, OHIO Criminology, handwriting. firearms, fingerprints.

ALCOVE BK. SHOP, 936 B'WAY, SAN DIEGO, CAL. North. Mother of California. 2 copies.

AMER. BK. Co., ATT. AAJ, 88 LEXINGTON, N. Y. Historical Guide to the City of New York. Revised ed. Stokes. 1913.

Anson Jones Press, 801 San Jacinto, Houston, TEXAS

Munson. Foundations Am. Grape Culture.

Carnaro. Art of Living Lo Brown. Wisdom of Chinese. Art of Living Long.

St. Augustine. Treatise on City of God. Trans. Dodd.

Harvard Classics. Grey-green cloth. Odd vols.

41, 42, 43, 46.
Leydecker. Royal Natural History. Warne ed.
Encyclopaedia Brit. Odd vol. no. 9 in handy
vol. ed. Sheep.

Bacon. Gospel of Mark. Mems. Carl Schurz. Zola. Shell Fish.

Goethe. Set in English.

Abstract Texas Land Titles. Set.

ARCHWAY BK. STORE, 47 N. 9TH, PHILADELPHIA Conrad Aiken. Earth Triumphant.

ARGUS BK. SHOP, 333 S. DEARBORN, CHICAGO Mr. George Jean Nathan Presents. 1st ed. Candide. Clara Tice illus. Cat and Cherub; Under the Jack-Fernald.

staff.

ASSOCIATED STUDENTS STORE, BERKELEY, CAL. Erasmus. Opus Adagiorum. Spanish, French, Italian, or English eds.

AUGUSTANA BK. CONCERN, ROCK ISLAND, ILL. Munro, W. B. Personality in Politics. D'Ooge, B. L. Acropolis of Athens. Gardner. Greek Games and Athletic Festivals. Donaldson, James. Woman; Her Position and Woman; Her Position and Influence in Ancient Greece and Rome.

WM. M. BAINS, 1713 CHESTNUT ST., PHILA. Dumas. Scanio. Vol. 2. Little Brown ed.; Chauvelin's Will. Little, Brown ed.

BAKER & TAYLOR Co., 55 FIFTH AVE., NEW YORK

Alexander of Russia.

Writings Down to A.D. Anti-Nicene Fathers.

Barrow. Story of Chemistry. Bates. Touring in 1600.

Becker. Gallus: Scenes from Rom. Life. Beer. The Old Colonial System; Origins of British Colonial System.

Bielschowsky. Goethe. Eng. trans. 3 vols.

Bingham. Inca Land. Boynton. London in English Literature. Brace. Gesta Christi.

Bradby. Great Days of Versailles.

Bradley.

Goethe.
Social History of American Negro.
Law of the Drama. Brawley.

Bruntiere. Law of the Drama. Burney. Israel's Settlement in Canaan. Campanella. City of the Sun.

Clark. The Cripple of Nuremberg. Cobb. Here Comes the Bride; Oh, Well, You

Know How Women Are. Collins. Cathedral Cities of Spain. Coryat. Crudities.

Cox. Introd. to Sciences of Comparative Mythology and Folklore.

Croce. Goethe.

Horace and His Age. D'Alton.

Promises of Alice. DeLand. Roosevelt and Russo-Japanese War. Dennett.

Essays on Experimental Logic.

Dewey. Essays on Exposers. Doyle. Great Shadow. Drewry. Magazines and Magazine Makers.

Drinkwater. Pilgrim of Eternity. Eggleston. Transit of Civilization.

Feidel. Training for Librarianship. Fletcher. The Two Frontiers. Fulton & Trueblood. Choice Reading. My German Prisons.

Gilliland. My German Prison Glover. Drama and Mankind.

Godfried von Strassburg. Tristan & Iseult. Goethe. Literary Essays. Arranged by Spingarn. Goldberg. Studies in Spanish Amer. Liter. 2. Grant. Greece in Age of Pericles.

Grimke's Right on the Scaffold. 2.

### **Books Wanted—Continued**

BAKER & TAYLOR-Continued

Guerard. French Civilization in 19th Century. Harnblan. Training for Stage. Harris. The Man Shakespeare.

Clay Modelling and Plaster Casting. 2.

Hasluck. Clay Mod Hearn. Editorials.

Hearn. Japan, an Interpretation.
Hearn. Some Chinese Ghosts.
Hebermann. Business Life in Ancient Rome. Hegner. Diagnosis of Protozoa and Worms Parasitic in Man.

Hendrick. Age of Big Business.
Herelle. Bacteriophage and Its Behavior.
Hilton. Voices of the Southwest. Texas verses.
Howells. My Literary Friends and Acquaintances;

My Literary Passions. Humphreys. Weather Proverbs and Paradoxes.

Irving. Conquest of Granada.

Seed of the Sun. Jacobs. Story of Geographical Discovery. Jacobs. Story of Geographical Discovery.
Phillips. The Japanese Fairy Tales. Series No. 9.
Josselyn. Flaminis Study of Divine Comedy.
Lamb. Last Essays of Elia. Putnam ed.
LaVoy. Problems and Projects in Ind. Art. 6.
Library Criticism of English American Authors.
Ed. Moulton. 6 vols. Set.

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Mahaffey. Alexander's Empire.
Masson. The Life of John Milton.
Masson. Lucretius, Epicurean and Poet.
Masters. Conquest of Disease.
Meakin. Galicia, the Switzerland of Spain.
Moody. Masters of Capital.
Newman. Apologia pro vita succession.

Newman. Apologia pro vita sua. One Thousand American Fungi.

Osgood. American Colonies in the 17th Century. 3 vols.

Patten. Evolution of the Vertebrates and Their Kin.

Petrie. Arts and Crafts in Ancient Egypt.

Phelps. 20th Century Theater. Pitkin. Twilight of American Mind. ley. Figures in Modern Literature. Life of James J. Hill. 2 vols. Priestlev.

Randell. Michael Farada Read, O. P. Harkriders. Rose. Copper Work. Royce. Studies of Good Michael Faraday.

Royce. Studies of Good and Evil.
Royde-Smith, Naomi. Private Anthology.
Saunders. Origin and Nature of Emotions.
Scheffel. Ekkehard. 2.
Schwickerath. Jesuit Education.
Stephenson. Elizabethan People; Shakespeare's

London.

Seuba. Psychological Study of Religion. Stevenson. Land of Tomorrow.

Strutt. Sports and Pastimes of English People. Tappan. Letters from Colonial Children.

Thompson. Age of Invention.
Van Doren. Many Minds.
Van Dyke. Poetry of Tennyson.
Waddington, Chateau and Country Life in

Wade. Indian Fairy Tales.

Weaver. Medicine as a Profession. Werder. Heart of Hamlet's Mystery. 2. Wild. Shackleton's Last Voyage. Winter. Old Friends.

Woolman. Journal, with Other Writings.

WM. BALLANTYNE, 1421 F St., N.W., WASH., D.C. Shakespeare. The Tempest. Illus. Rackham.
Mrs. L. B. Walford. Troublesome Daughters;
The Baby's Grandmother; Cousins.
Imbrie. Behind the Wheel of a War Ambulance.

BAPT. BK. STORE, 223 W. 1ST, OKLAHOMA CITY The Business Man of Syria. Stocking.

BARNES & NOBLE, 76 5TH AVE., NEW YORK Merit System in Government. Nat'l Municipal League.

Drake et al. Essays in Critical Realism. Mac-

millan.
Stoddard. Hayes, Garfield and Arthur. Stokes.
Brown. Latin Songs; Classical, Mediaeval and Modern. Putnam.

Whiton. Six Weeks Preparation for Caesar. Ginn.

Pallen. Crucible Island.
Smith, J. T. Black Cardinal.
Knode. Orienting the Student in College. Teach-

ers College. lips. West in the Diplomacy of the Amer-Phillips. ican Revolution.

Rolland. Game of Love and Death; Les Leonides. Schmidt. Introd. to the Rhythmic & Metric of the Classical Languages. Trans. White. Ginn. Motley. Life of Peter the Great. Merrill.

Rizo-Rangabe. Practical Method Modern Greek. Ginn.

BARR BK. SHOP, 22 W. ORANGE, LANCASTER, PA. Hubbard. Little Journeys to the Home of Great Composers.

Musical History of the Death of Schubert. Downes. Lure of Music. Harper.

N. J. BARTLETT & Co., 37 CORNHILL, BOSTON Scribner's Magazine for Nov., 1887.

BEACON BR. SHOP, 43 E. 45TH ST., NEW YORK Luff. Stamps of the U. S. (with plates). Lim. ed. Mourning Becomes Electra. 1st ed.

A. A. BEAUCHAMP, 603 BOYLSTON ST., BOSTON MacLaren, Ian. The Upper Room.

BEYER'S BK. SHOP, 8 E. 29TH ST., NEW YORK Higginbottom. Frightfulness of Modern Art.

S. O. BEZANSON, 1 COURT ST., BOSTON, MASS. Pusey. Wilderness Road. Adam Smith. Wealth of Nations. Any good

American ed. before 1820. son. Practical American Cookery, etc. Corson. Local American Cookery. Carson.

BIOLA BR. ROOM, 536 S. HOPE, LOS ANGELES, CAL. Martin Anstey. Chronology of the Bible. 2 vols.

A. F. BIRD, 22 BEDFORD St., LONDON, W.C.2, ENG.

Fosdick. European Police Systems.

Flexner. Prostitution in Europe.
Marble. Thoreau, His Home, Friends, and Books.

Sanborn. Life of Thoreau.

mpson. Decline of the Missi Dominici in Frankish Gaul. Univ. of Chicago. Thompson.

BEN BLOOMFIELD, 65 UNIVERSITY PL., N. Y. B'way Magazine. Interested in period 1895-1905. Vanity Fair. Interested in period 1895-1905. Police Gazette. Interested in period 1895-1905.

BLUE BK. SHOP, 5338 GERMANTOWN AVE., PHILA. Christmas in a Palace Car. Cooly. Geneal. of Early Settlers Trenton. Laurel Hill Cemetery, Phila., Books about. Sport with Rod and Gun.

BOOK MART, 622 PIKE ST., SEATTLE, WASH. George. Science of Political Economy.

BOOK NOOK, 484 N. ORANGE AVE., ORLANDO, FLA. Kemp, Harry. Vagabond Poems, or similar title.

BOOK SHOP, 702 WASHINGTON ST., UTICA, N. Y. Cather. Shadows on the Rock. 1st ed.

BOOKE SHOP, 4 MARKET SQ., PROVIDENCE, R. I. Shelley. Poetical Works. 2 vols. C. D. Locock, editor.

Foolish Fiction. Christopher Ward. Margaret Barnes. Years of Grace. 1st ed. New.

BOOKSHOP, 109 THIRD, BATON ROUGE, LOUISIANA Arkansas Laws 1901-9; Attorney General Reports 1880-1900.

Baldwin. Flush Times Alabama.
Bryan. Wild Work; Bayou Bride.
Cooke. Life Robt. E. Lee; Stonewall Jackson. Any other books by. e. Strange True Stories Louisiana; Creoles

Cable. Strange of Louisiana.

California. Annals of San Francisco. Also any books or periodicals with mention of David O. Shattuck, one of the forty-niners and first judge of the superior court, San Francisco.

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Davis, Elmer. I'll Show You the Town. Irwin. Hist. 19th Army Corps. Jones. Chevalier St. Denis; Beatrice of Bayou

Jones. Chevalier St. Denis; Freche.

Mulford. History New Jersey.

Mayes. Life L. Q. C. Lamar.

Pickering. Political Essays.

Phelps. History Louisiana.

Ranke. History of the Popes.

Seven Famous Duels.

Stiles. Four Years Linder Mar.

Stiles. Four Years Under Marse Robert.
Saxon. Father Mississippi; Fabulous New Orleans; Old Louisiana; Lafitte the Pirate.
Williams. Border Ruffians.
Chopin, Kate. At Fault; Bayou Folk; Night in

Acadie; Awakening.

B'KSHOP FOR BOYS & GIRLS, 270 BOYLSTON, BOST.

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BRENTANO'S, 1 W. 47TH ST., NEW YORK Anderson. Riding and Driving. Walter Bagehot's Works. Set. Beaumont. Hearts and Diamond.

### Weekly Book Exchange

BRENTANO'S-Continued

Sailings of Refugee Ship. Behnke. Electric Furnaces. Breeher. Brooks.

World of H. G. Wells. Economic History of Virginia in 17th Bruce. Century.

Walks in Paris. Cain.

Campbell. Adamaster; Flaming Terapin. 1st eds. Cannon. Lothian Prize Essay on Duke de Saint Simon.

Carlos-Griffiths. Book on Mrs. Fiske.

George at Fort; George at Wheel; Castleman. George in Camp. or, Life on Plains.
Dallimore. Holly, Yew and Box.
Davies. Story of Copper.

Dunas. Son of Porthos.

Dunsaney. Dreamer's Tale.

Eggers. Sketches of Early American Architecture.

Ellis. Deerfoot Se Fort. New Lands. Deerfoot Series.

Hargberg. Slapstick and Dumbells, Casual Survey of Clowns and Clowning.

Lena Rivers. Holmes. Senate Executive Document No. 39th Congress-

1st Session.

Judge's Quarterly. Any number between 1895-1900.

Lives and Exploits of Banditti and Robbers.

Lows. Road to Zanadu.

Marden. Getting On.

Memoirs of Clan Tingon.

Nicholson. Nicholson's Money and Monetary Problems.

Norwood. Lady of Sonnets.

O'Neill. Mourning Becomes Electra. 1st ed. Picturesque Italy.

Porter. Signatures of Pain. 1st e Robinson. Young Man from South. 1st ed. 5 copies. Robinson.

Scott. Filippo Brunellesco. Senate Executive Document No. ??—39th Con-

gress—1st Session. Shaver. Little Shavers. Trollope. Giovanni Delle Bande Nere. Very. Escape and Poems.

Walker. International Bi-metallism. Wilson. Bunker Bean.

Intimate Life of Alexander Hamilton. Alexander McLane Hamilton.

Life of General Forrest. J. A. Wyeth. Valentine's Manual. 1924. Light blue cloth. DuMaurier. English Society at Home.

Brentano's, 1322 F St. N.W., Wash., D. C. Buist. American Flower Garden Directory. Davidson. Northwest Co.

History or Genealogy of the Seymour Family in

United States.
Chambers. Navy Wives.
Bailey. Cyclopaedia of Farm Animals; Cyclopaedia of Farm Crops.

Bland, China Under Empress Dowager.

Pyle. Life of Jas. J. Hill.

BRICK ROW BK. SHOP, 42 E. 50TH ST., N. Y. O'Neill. Mourning Becomes Electra. Kavanaugh. Dayby Gill and the Good People. Dombey & Son. Boston. 1869. 1 only. Beerbohm. A Variety of Things. 1st English ed.

Interesting Autograph Letter, Fitch, Clyde. signed.

Buck. Bring 'Em Back Alive. 1st ed. Bynner. The New World; Grenstone Poems. 1st eds.

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M. H. BRIGGS, 506 S. WABASH AVE., CHICAGO Best prices in quick cash for following:

Western History: Any book, pamphlet, map, view, manuscript, early magazine or newspaper files dealing with the pioneer history of any state west of Pennsylvania.

Overland Journeys to the West. Overland Journeys to the West.
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Cattle Trade, Ranch and Cowboy Life.
Santa Fe Country, Trade and Traders.
Fur Trade and Traders, Mormons.
Pangers, Outlaws, Vigilance, Committees. Rangers, Outlaws, Vigilance Committees. Railroads, especially to Pacific.

Chicago. Directories, street maps, views, guides,

almanacs, etc., before 1871.
Abraham Lincoln. Autograph material, photogs., colored portraits, cartoons, songs, songsters. Unusual books, pamphlets, broadsides, entirely by or about Lincoln. Any date or language. S. C. Foster. Everything by or about, single songs or music, songsters or collections in-cluding any of his work, manuscripts, letters. Athenaeum Collection Church Hymns. 1863. It will pay well to quote anything above.

Brown's BK. SHOP, 621 STATE, MADISON, WIS. U. S. Geological Survey Bulletin No. 239. Rock Cleavage. C. K. Leith.

R. L. BRYAN Co., COLUMBIA, S. C.

Sir Philip Gibbs. The Battles of the Somme; The Struggle in Flanders; The Way to Victory. 2 vols.

BURROWS BROS. Co., 633 EUCLID, CLEVELAND, O. A B C of Stock Speculation. Martin. The Friendly Stars.
Journal of F. K. Butler, 1835.
Corya. Faith of Ancient Egypt.
Shelton. Salt Box House. Connecticut Beautiful. Mulder. Dominie of Harlem.
C. M. Doughty. Travels in Arabia Deserta. 2
vols. 1921 orig. reprint.
Any Riddle Books; Ohio Histories.

E. C. Buxbaum, 1811 E. Wood Pl., MILWAUKEE National Geoggraphics, 1888-1915.

CAMPBELL & LEUNIG, 30 CHURCH St., N. Y. History of Printers, Printing, Publishing and Editing. General History of the Music Trades of America.
Pub. by Bill & Bill, 1891.

Files of New York and Detroit Newspapers of 1879. Last six months particularly. Jewish Encyclopaedia.

CAPITOL BK. STORE, 206 N. MERIDIAN, INDIANA-POLIS, IND.

Kroeber. Anthropology. Holbrook. Anatomy of Bibliomania.

American Law and Procedure. Lasalle Ext.

Any of Ramsay's Books on Life of Paul. Any Indian Books. Ency. Britannica. Burns Annotated Statutes. Vols. 2-3.

CAPITOL BK. STORE-Continued

Babbitt. Sewerage and Sewerage Treatment. Burton. Arabian Nights. Barr. Beads of Tasmar. E. F. Benson. Books by. Chapman. Handbook of Eastern Birds. Cockrum. History of Indiana. Clark. Commentary. Dynastic America and Those Who Own Klein. It.

Farrer. English Rock Garden. Greek Lexicon. Gray's or Cunningham's Anatomy.

German Psalms Holmes. Gretchen. Pijoan. History of Art. How to Learn Easily.

Ixiom in Heaven. Irving Cobb. Book on Indians. Laughter and Its Relation to Uncon-Freud. scious.

Lincoln Books. Lincoln Library.

Osborne. Men of Old Stone Age.
Heindel. Message of the Stars.
Morgan. Justed and Unjusted School Child.
Mildred Keith. Juveniles. Manlove Rhoade's Books. McGuffey Readers.

The Man Who Would Be It.
My Book House.
Nicolay & Hay. Life of Lincoln. Nicolay & Hay. Life of Lincoln McLear. Old Testament History. Outlines of Christianity. Vols. Gray. Physiology and Anatomy. Pictured Knowledge. Set. Vols. 1-2.

1828 Corrected Reimpression of 1820 Pharmacopeia.

1830 or 1831 U. S. P. 1st Revision, known as New York Revision. 1840 U. S. P. 2nd Revision.

S. Dispensatories, 1st, 2nd, 3rd, 4th, 7th, 8th, 9th, 17th.

Pharmacy, Chemical, and Medical Journals in English, German or French.

James Whitcomb Riley. Books.

William Taylor. Story of My Life.

Spencer. Works. 10 vol. set.

Story of Our Civilization. Coup. Spangles and Sawdust. Chas. Lamb. Tamerlane. Terry. Guide to Mexico. Diaz. History of Mexico. Bancroft. History of Mexico. U. S. Dispensatory.

Voorhes. Speeches. Wild Bill Hickok. World Book. Wheatley. Life of Pepys.
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# Forthcoming Issues

outlines a campaign which will occupy the attention of publishers, booksellers and librarians throughout the winter. The article this week describes how the plan originated and what the booktrade hopes to accomplish. The Publishers' Weekly plans to give considerable space in December and January to practical methods by which everyone can help to make the campaign useful.

put into type by the National Association of Book Publishers so that the Directors of the Association may study the report carefully. The *Publishers' Weekly* will carry its first analysis of this report for its readers in the December 26th issue.

\* The last Window Display department, sponsored by the N.A.B.P., will appear in next week's issue. The Weekly will,

of course, continue to publish good window displays made by booksellers around the country.

# The Bublishers' Weekly

The American Booktrade Journal

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